

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL, Publisher, 10 Spruce St., New York.

J. S. BRIGGS

VOL. XLV. NEW YORK, OCTOBER 7, 1903.

No. 2.

All advertisements sent **The Woman's Magazine** of St. Louis, Mo., are accepted with the distinct and unequivocal **Guarantee** that its circulation **exceeds 1,500,000** copies every edition, and that we **voluntarily** prove it to the **advertiser's satisfaction** or run his ad absolutely free. That is the

WOMAN'S MAGAZINE BASIS

of transacting business with its advertising patrons—circulation **proven**—proven to the **advertiser's satisfaction** or no pay.

Advertising rate, \$6.00 per agate line.

Ask your advertising agent about **The Woman's Magazine**.

"Keyed Ads"

We prefer **"Keyed Ads"** and will assume **FULL RESPONSIBILITY** for their correct combining with electro-types, and for their working up clearly and plainly in the advertisement.

Write for our Leaflet **"How to Key your Ad."** It's free for the asking.

November Forms Close October 15.

**WORLD'S FAIR
NEXT MAY.**

THE WOMAN'S MAGAZINE
(LARGEST CIRCULATION IN THE WORLD)
ST. LOUIS, MO.

Western Representative: GEO. B. HISCHE, Hartford Building, Chicago.
Eastern Representative: A. A. HINKLEY, Flat Iron Building, New York.

The Best School

SIXTH WEEK.

ANY ONE sending the amount of **THREE DOLLARS CASH** between now and December 31, 1903, may receive **PRINTERS' INK** for the term of one year, or extend his present subscription for the same length of time. This special offer is good only during the time specified and **No Longer**. It is made for the special purpose to enlist as new subscribers young men and women who are contemplating to study the art of advertising and the writing of advertisements. **PRINTERS' INK** is a weekly journal for advertisers, and the best of them all. A weekly issue constitutes a weekly lesson which can be studied and digested at **Home** without the slightest interference with present occupation. A year's reading of **PRINTERS' INK** gives any one with the ability of becoming an advertising man more practical, common-sense instruction than any so-called course by mail for which a much higher tuition fee is charged.

The reading and careful study of **PRINTERS' INK** has not only been a stepping-stone, but the very making of many young men who now occupy well-paid and responsible positions in the advertising and publishing business.

There is no other advertising journal that treats publicity in the same comprehensive and practical way. There is no other advertising journal which spends so much money, time and effort to obtain and gather from practical business life the facts and experiences, the successes and failures of those who are daily engaged in advertising. No young business man can read **PRINTERS' INK** and not become an abler business man for doing so. It's a journal of highest excellence and it should be read and studied in every modern business office in the United States. Sample copies ten cents.

ARE YOU OPEN TO CONVICTION?

For further information, if desired, address

Managing Editor Printers' Ink,

10 Spruce St., New York.

Special Offer

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 28, 1893.

VOL. XLV.

NEW YORK, OCTOBER 7, 1903.

NO. 2.

PROGRESS OF THE ROLL OF HONOR.

I.

At the end of the fifth month of its existence the Little Schoolmaster's Roll of Honor contained the names of 223 publications, of which 131 are daily newspapers, 23 weekly newspapers and 69 miscellaneous periodicals, such as magazines, trade journals, farm and religious papers. Against the 20,485 publications in the United States this may appear a somewhat slender showing, but an examination of the papers admitted to the department indicates that it is what its name implies—a Roll of Honor. The list does not include every paper that is entitled to be enrolled, but the array now presented stands for the cream of the American press, particularly daily papers. The list of three dozen dailies which has been discussed and corrected by readers of PRINTERS' INK this summer contains at the present date such papers as have been deemed best from the standpoint of service, without regard to rate or the Roll of Honor. Of these thirty-six dailies, covering the whole country, seventeen are represented in the Roll of Honor, as designated by asterisks:

*New York Herald.	Pittsburg Press.
*New York Times.	Detroit Tribune and
*New York World.	News.
Brooklyn Eagle.	Chicago News.
Rochester Democrat	*Chicago Record-Her-
and Chronicle.	ald.
Buffalo News.	*Chicago Tribune.
Newark News.	*St. Paul Dispatch.
Philadelphia Record.	*Minneapolis Tribune.
*Philadelphia Bulletin.	Portland Oregonian.
*Hartford Times.	Seattle Times.
*Boston Globe.	San Francisco Exam-
*Boston Transcript.	iner.
*Baltimore News.	*San Francisco Call.
*Washington Star.	Los Angeles Times.
*Atlanta Journal.	Kansas City Star.
*Memphis Commer-	Indianapolis News.
cial Appeal.	St. Louis Globe-Dem-
*Nashville Banner.	ocrat.
*Cincinnati Times-	Louisville Courier-
Star.	Journal.
Cleveland Press.	*Denver Post.

Of the nineteen papers as yet unrepresented in the Roll of Honor only two are ineligible—the New York World and Philadelphia Record. The New York Herald, Brooklyn Eagle and Louisville Courier-Journal do not bear figure ratings in the American Newspaper Directory, but are entitled to a place in the Roll of Honor because they bear the gold marks (●●). It would be difficult to replace the New York Herald, World and Brooklyn Eagle with any dailies now contained in the Roll of Honor, but outside of New York City the general advertiser, guided entirely by this department, could select several lists of three dozen dailies to cover the United States, going, of course, by the nature of the service to be obtained. Forty-one States are now represented, in addition to the important District of Columbia. The States not represented are Alaska, Arkansas, Indian Territory, Mississippi, Nevada, New Mexico, Utah and Wyoming. The number of papers eligible, with the total number in each State, is shown as follows:

No. Papers.	No. Eligible.
10 Alaska	None
253 Arkansas	None
118 Indian Territory	15
224 Mississippi	5
30 Nevada	None
53 New Mexico	1
77 Utah	13
38 Wyoming	None

Weekly newspapers have not as yet taken advantage of the opportunities offered by the Roll of Honor, but there is a growing interest on the part of their publishers. Several proprietors of weekly papers have written to ask whether the department can be expected to bring results to such papers where so many dailies are represented. Part II. of this article has been prepared by the Little Schoolmaster to answer this

query and to show that the Roll of Honor ought to be of even more benefit to weeklies than to dailies under certain conditions.

While the growth of the Roll of Honor is thoroughly gratifying and the department an invaluable weekly reference for advertisers, the publishers who take this means of keeping their mediums before the public have hardly used it to the full extent of its possibilities. The *Iron Age* and *Farm Journal* have utilized their sugar bowls as illustrations, while the black "Guaranteed" star of such papers as the *Minneapolis Tribune* and *Philadelphia Bulletin* also make effective eye-catchers. These symbols can be used by only a few papers, however, unless the publisher is willing to secure the privilege of the "Guaranteed" star by complying with the requirements of the Directory.

The best results may perhaps be attained by giving in the Roll of Honor information about the paper and its territory. It is not unreasonable to expect that the Roll of Honor will have assumed an entirely different aspect a year hence, when publishers have learned its value, not only as a means of keeping the advertising world informed upon their circulation to date, but as an advertising medium of the highest importance.

This weekly department is consulted at all times when an advertiser is planning to place business. Any direct, forceful statement made there will receive greater attention than the same statements made through any other channel, either by means of literature or otherwise, as the information has direct bearing upon what the advertiser has in mind. For the same sum that would be expended in sending out, say, 2,500 moderately expensive folders or 1,000 small booklets to a list of general advertisers, the publisher may tell a ten-line story for fifty-two weeks, reaching not only as many actual advertisers as he could reach through the mails, but many men who will be advertisers or advertising managers a year from now, or five, or ten years, and who cannot be reached at all to-day ex-

cept by PRINTERS' INK, which is teaching them the art of advertising and helping them form opinions as to the various mediums in the various fields.

II.

Correspondence with several publishers of weekly newspapers shows that they hesitate about entering the Roll of Honor because they fear that daily papers will overshadow their announcements. This is clearly a fallacy. The publisher of a weekly paper has an entirely unreasonable fear of dailies, and defers to them in so many things that he practically consents to be overshadowed. He would certainly be happier and more prosperous if he recognized the fact that the weekly paper is a real force in advertising, and quite indispensable in some communities. There is reason for combining the two in a general campaign. In the whole country there are 2,215 dailies and 14,455 weeklies. In a State like Connecticut, with 38 dailies and 83 weeklies, it is evident that the former are the greater force, and probably cover the whole State, owing to the distribution of good-sized cities within its borders. But in Iowa, which has only 67 dailies against 857 weeklies, the former are probably inadequate to reach every newspaper reader living in the State. Illinois has a large number of cities well distributed, yet its 1,081 weekly papers unquestionably go to a large percentage of people who are not reached by its 183 dailies. Wisconsin has only 66 dailies to 530 weeklies. When it comes to such States as Alabama, with 18 dailies to 186 weeklies; Colorado, 37 dailies to 271 weeklies; Florida, 13 dailies to 106 weeklies; Kansas, 53 dailies to 581 weeklies, it is very evident that the latter are widely read, and that the daily paper is not the only factor, notwithstanding the improvement in rural mail delivery. Granting that dailies reach ninety per cent of all the people in a given State, the weeklies of that State offer a reasonably cheap means of duplicating

(Continued on page 6.)

*Little Lessons in Publicity—Lesson 3.***ALL ADVERTISING IS GOOD;**

some advertising is better, but

THE BEST OF ALL

is the publicity obtained through the medium of clean, home, afternoon newspapers. The best is none too good; take the best first and you will have the best all the time. Don't experiment in the cities mentioned below. Take the best—it pays.

THE BALTIMORE NEWS

is the best in Baltimore because it has a larger circulation in the city than any other newspaper—the largest south of Philadelphia—and completely covers a field that three morning papers divide. In this city you can get the best at the lowest cost.

THE NEWARK (N. J.) NEWS

is the best, not only in Newark but in New Jersey, because it has a circulation four times greater than that of any other daily published in the State and nine times greater than that of its only competitor. Watch the NEWARK SUNDAY NEWS grow.

THE MONTREAL STAR

is the best in Canada because it has a larger circulation than that of any other English daily in the Dominion and larger than that of all other English dailies of Montreal combined. It reaches ninety per cent of the English-speaking homes in Montreal.

THE MINNEAPOLIS JOURNAL

is the best in the great Northwest because it completely covers Minneapolis, the commercial metropolis, reaching over ninety per cent of the purchasing classes. It has the largest paid home circulation and carries the most general and local advertising.

THE WASHINGTON STAR

is the best in Washington because it has the largest circulation and goes into 15,000 homes in the city where no other Washington daily paper is read. It carries only clean advertising and has the respect and confidence of its readers.

THE INDIANAPOLIS NEWS

is the best in Indianapolis because it has a larger paid home circulation than all other Indianapolis dailies combined. It covers Indianapolis, and Indiana more thoroughly than any other daily or combination of dailies.

Get the best publicity at the best rate and obtain the best results. This list is the best by any test. For further proofs write

M. LEE STARKE,

**Tribune Building,
NEW YORK**

Mgr. General Advertising.

**Tribune Building,
CHICAGO.**

circulation. Some advertisers hold that the same ad in two mediums is better than two insertions in the same medium. The weekly of a certain character is not superannuated as an advertising medium, by any means. If their publishers would exploit them as ably as dailies are exploited they would be more often used by the general advertising public.

There are excellent reasons why a weekly paper with a figure rating in the American Newspaper Directory should keep that rating and other information before the advertising public through the Roll of Honor. Everybody knows the leading dailies, because he readily keeps them in mind in connection with the leading cities. But the weekly papers are unknown, as well as the towns they are published in. Advertisers do not know their advantages as a medium. Their publishers, with a deference that is not admirable, have kept silent, conceding everything to the dailies. Many advertisers have been led to exclude them as a class from their campaigns, and these, as a rule, are advertisers who know nothing of their merits. Other advertisers have used them since the days when dailies were local in circulation, and still cling to them. Some of the shrewdest general advertisers use them constantly in connection with dailies. Some use them alone. A man who wanted to advertise a certain article in a single State might well inquire into the merits of weeklies either as a medium to be employed exclusively or in connection with dailies. In many cases a judicious mingling of both would be necessary to accomplish his purpose.

Advertisers are not informed about weeklies. The Roll of Honor offers a means of placing information about them before the public. As it is consulted by advertisers who are familiar with the arguments put forth by publishers of dailies, there is no question but that they would be interested by arguments as good for the weekly. The card of a weekly paper in this department should

give a little vital information about the location of the town in which it is published and the kind of people it reaches. A great deal of information can be given in two or three lines. Population might be mentioned, with some reason why the paper is valuable—as its isolation, or distance from a city, or effective local news service. Bank statements, savings bank deposits, number of factories and employees, assessed valuation of farms in the county, post office receipts, railroad earnings, freight handled in a given period, statistics of manufactured and natural products—this is the kind of information that can be compressed into a few words, and which is valued by advertisers. Something may be said of the paper itself—all home print, or no ads in the patent insides, or delivered by carrier and how long established. The mere presence of a weekly in the Roll of Honor, with its circulation rating in figures, down to date, indicates that it is enterprising and worthy of investigation. The amount that can be spent to secure general business is not so large as with a daily, but a paper that is at all prosperous can spend something. One dollar a week is not a great deal of money, and that amount invested in five lines in the Roll of Honor secures a continuous advertisement that cannot be disregarded. In the course of a year, with frequent changes of copy, it will have made a weekly known, putting it into a niche by itself, causing it to be considered in the planning of campaigns where it is now unknown and not considered at all. A weekly paper has a comparatively low space rate, and can be experimented with by advertisers. Proper presentation of its real merits in the Roll of Honor will bring as good a return as the announcement of a daily, and it will form a basis upon which to conduct supplementary advertising, the lack of which is largely responsible for the state of neglect into which weeklies have fallen.

CHARLES J. ZINGG,
Managing Editor.

The American Newspaper
Directory for 1903 shows

THE
PITTSBURG PRESS

to have a larger circulation
than any other newspaper
published in Pittsburg.

C. J. BILLSON,

Manager of Foreign Advertising,

NEW YORK AND CHICAGO.

In response to the weekly ad contest now in its forty-second week, forty-five advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best of all submitted. It was sent in by F. M. Bechtel, 572 Carman street, Camden, N. J., and it appeared in the Philadelphia *Bulletin* of September 25, 1903. A coupon was mailed to Mr. Bechtel, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good



For Good Luck With Window Shades

Be sure your shade
rollers bear the
signature of

Stewart Hartshorn

on the label, and you will be free from the
constant worry and annoyance of torn and
uneven shades.

The Improved

Hartshorn Shade Rollers

Require No Tacks.

WOOD ROLLERS.
TIN ROLLERS.

advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had insertion.

BANK ADVERTISING IN
PHILADELPHIA.*By James Albert Wales.*

In an ultra-conservative city like Philadelphia, it is to be expected that bank advertising is still in its infancy. The more progressive methods which prevail in Pittsburg, at the other end of the State, have yet to meet with approval in Philadelphia.

The largest and strongest banks here are very old, and their age has brought a certain effort at dignity which causes their officials to "hold up their hands in holy horror" at the mere mention of advertising. The Bank of North America and the Philadelphia National Bank have passed the century mark, the latter having celebrated its one hundredth anniversary September 18. The former is one of the three national banks established before the general banking act, which are allowed to omit the word "National" from their names, in order to preserve the original style.

Many of these banks and trust companies carry stereotyped standing cards in the financial papers from year to year, giving simply their capital, surplus, officers, directors and other bald items of little interest to the general public.

Mr. Theodore E. Wiedersham, second vice-president of the Girard National Bank, one of the most favorably known institutions, says: "We have never done any advertising further than publishing a card in financial papers, and occasionally placing our statement in the daily papers. Sometimes we send this statement to a mailing list."

Mr. E. F. Shanbacker, cashier of the Fourth Street National Bank, voices the sentiment of the old-fashioned type of bank: "We think advertising is spectacular and undignified—we have no use for it. I wouldn't give two cents for a full page in a paper—some people, I suppose, might give three hundred dollars for it. We don't believe in pictures in bank advertisements, and we have never done anything out of the ordinary. I

think the first page of the paper would be the best position for our card, the financial page next best, and the local pages last."

Mr. John K. Cuming, president of the Tenth National Bank and the Columbia Avenue Trust Company, leading institutions in the northern part of the city, contributes this sententious summary: "We never have advertised, we never do, we never will. We don't know anything about it and we aren't interested in it—it is undignified."

The Philadelphia Saving Fund Society, founded in 1816, has 235,000 depositors—said to be the largest number in the world. Its volume of business is not the largest, however, as accounts are limited to \$300. It has all the business it can handle, is not prejudiced against advertising, but has never found it necessary.

Still, there are refreshing exceptions to this general condition of apathy.

The Union Trust Company, which is doing some of the best bank advertising in the country, is continuing along the lines described in the special article in *PRINTERS' INK* November 12, 1902—"The Union Trust Company, of Philadelphia."

Mr. Clarence L. Harper, the young and progressive president of that enterprising institution, states that their advertising is bringing them as much business as ever. They have done nothing out of the ordinary since the very thorough report of their campaign in the special banking issue referred to above. Mr. Harper believes the newspapers are more profitable than street cars, but is a liberal patron of both media. Powers & Armstrong have succeeded H. I. Ireland as makers of the Union Trust Company advertising.

The Western Saving Fund Society of Philadelphia has not only advertised thoroughly and effectively in the city for the past two years, but is vigorously reaching out for mail business. Mr. Robert J. Brunker, assistant treasurer, is the man behind the advertising. He personally prepares and places all of the Saving Fund's publicity.

This society was incorporated in 1847, and is regarded as one of the strongest institutions in the city. It has two branch offices, and special advertising matter is prepared for these offices as well as for the main office and the mail department. Mr. Brunker studies the conditions peculiar to the three sections of the city in which the bank does business, and selects his media accordingly. For local advertising he uses newspaper space, circulars, booklets, novelties, programmes, guides, and even a very attractive sign bulletin in the Reading Terminal.

Mr. Brunker is judicious in his use of programmes and guides, using only those of general circulation and those which reach the people in the neighborhood of the Saving Fund offices. He finds the ordinary class of theatre programme unprofitable. He believes in pictures of a conservative nature, and very aptly takes the point that bank advertising cannot be undignified if done in a dignified manner. He considers the local pages of the daily papers best, for an ad in the financial columns is not so liable to catch the general reader's eye as one that he sees when he looks for the news.

One of the branch offices is situated near the Pennsylvania Station. Hoping to influence suburban accounts, Mr. Brunker has distributed handsome card-cases along the main line of the railroad, bearing the name of the Western Saving Fund Society. Commuters are grateful for a case for their trip tickets and cards, and it is very probable that seed so considerably sown will not be without its harvest.

In seeking mail accounts the Saving Fund Society has been using household publications of large national circulation, such as *Success*, the *Ladies' Home Journal* and the *Saturday Evening Post*. Paying but three per cent, the Philadelphia institution cannot very successfully bid for Western business against the Pittsburg and Cleveland banks (which pay four per cent), yet replies have been received from all parts of the country, particularly from the Eastern

States, and the campaign has proved profitable.

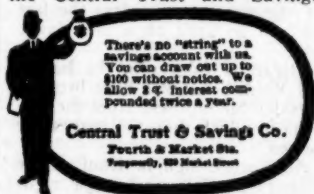
A very handsome transparent sign over the door of the main office works all night.

Ex-Mayor Samuel H. Ashbridge, who was bitterly pilloried by the reformers during his term of office, has lately become president of the Tradesmen's Trust Company, and his wide political influence has brought to the company many State accounts and a large amount of bonding business, besides doubling the daily deposits.

Mr. Ashbridge said: "We have all we can do to handle the business we now have without trying to get more, but I firmly believe in advertising, and we may do something in that line after the first of the year. I see no reason why advertising should mean a loss of dignity or prestige to the bank which uses it. It is a healthy method of expansion. Banks should not be classed with professions such as medicine and law, in which the code of ethics forbids advertising. I see no reason why a bank should not be advertised just as much as any other kind of business."

Vice-President William K. Haupt has charge of the advertising of the Colonial Trust Company. At present it simply issues small folders, dwelling on the advantages of saving and explaining the company's system of banking by mail. The company loans small auxiliary banks, with a clock in each, to its depositors.

A hustling newcomer in the banking field, which bids fair to give a good account of itself, is the Central Trust and Savings



There's no "string" to a savings account with us. You can draw out up to \$100 without notice. We allow 2% interest compounded twice a year.

Central Trust & Savings Co.
Fourth & Market Sts.
Pennsylvania, 400 Market Street

Company. Its rapid rise in a few short months is a striking tribute to the value of earnest, persistent advertising.

The company opened its doors April 1, 1903, in temporary quarters. It is now erecting a six-story fireproof building, to cost \$100,000. On April 15 it had 47 accounts, aggregating \$110,933.80. On the first of September it had 674 accounts, amounting to \$800,368.29.

Since its inception the Central has advertised largely.

Mr. Clement J. Craft, treasurer of the new company, writes all the copy. He is an appreciative disciple of the Little Schoolmaster, and states that its special banking issue last year was a source of much help to him.

Mr. Craft has been using mail solicitation largely, as well as distribution in the neighborhood of the bank. The media employed include envelope stuffers, cards, folders, letters, blotters, pay en-

existence. Large signs in the windows, headed, "The Way We Grow," and dealing with the speedy development of the institu-

3%

**OUR
CERTIFICATE
of DEPOSIT**

Is a negotiable paper, payable on demand, drawing 3 per cent. interest for every day it is with


Central Trust and Savings Co.
CHICAGO, 222 MARKET ST. FOURTH & MARKET STS.

tion, cause thousands of people to stop and read their story.

The Central is a very progressive company and no doubt will soon make itself felt in financial circles.

Incidentally, it is a significant commentary that the tradition-fettered banks are comparatively standing still, while their advertising competitors are going ahead in leaps and bounds.

NEARLY every business man thinks about his advertising, but sometimes he don't think quick enough.—*White's Sayings.*



**BUSINESS
MEN**

can bank here with con-
fidence as new as
they are unusual.

Central Trust & Savings Co.
Fourth & Market Sts.
Especially, 222 Market Street

3%

velopes and desk pads with one of the company's newspaper ads displayed at the top of each leaf.

The directors are representative business men, and have given valuable assistance in making up the mailing list. One way of securing good "prospects" has been the copying of the city list of tax duplicates.

Mr. Craft thinks that mail solicitation is more profitable for the company's purposes than newspapers or street cars, unless the last two can be used on a very large scale.

Attractive folders in the Italian and Yiddish tongues have brought considerable business from the districts in which those languages are spoken.

An electric sign in front of the temporary office and large signs around the site of the building now in course of construction remind the public that the Central Trust and Savings Company is in

The fact that

The
Chicago Record-Herald
Gained
707
Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to THE CHICAGO RECORD-HERALD over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

NEED FOR TEXTILE ADVERTISING.

The use of advertising to promote textiles is almost insignificant, according to Thomas Balmer, advertising manager of the Butterick periodicals. In the *Woman's Herald for Men*, the monthly paper devoted to the interests of the Butterick Trio, he shows the need for vigorous, individual advertising of such products as cotton goods, linen, sheeting, duck, flannels, silks, fabrics for men's and women's clothing, and all textiles generally sold by the yard. Advertising has thus far been applied to nothing more than the knick-knacks of textile production—thread, yarn, sewing silk, dress binding and small articles. Women who buy many millions of yards of fabrics every year do not, as a rule, know one brand from another. None have been distinguished by widely exploited trademarks, and there is no real guarantee of quality, as with advertised things.

"In the United States in a single year are produced \$966,924,835 worth of textiles, made by 682,978 employees," says Mr. Balmer. "How vast these figures are is seen more clearly when the fact is kept in mind that iron and steel, the nearest competitor in value of annual production, is more than \$100,000,000 a year behind textiles, and utilizes less than one-third the number of workers. One out of every fourteen dollars spent in factory production, says a recent statistician, is engaged in the manufacture of textiles."

To show how slenderly textiles are advertised Mr. Balmer makes a comparison with other articles exploited to women, taking these figures from the *Delineator* for a year:

Household Furniture.....	19,332 lines
Breakfast and other Foods.....	22,800 "
Suits and Cloaks.....	12,084 "
Dress Goods.....	3,600 "
Yarns and Silks.....	4,041 "
Soaps.....	18,600 "
Knit Goods.....	9,640 "

He believes that a comparatively small appropriation will go a long way in individualizing any worthy fabric to-day, owing to the absence of competition. Nor is so

much time needed as manufacturers seem to fear, for it has been demonstrated that a success can be made of a textile campaign in six months. Such a campaign in the Butterick Trio showed that the public was ready for fabrics backed by advertising and trademarks. Advertising of textiles runs naturally to general publicity rather than establishment of mail trade with the manufacturer. Women buy of the retailer. When his stocks fail they may resort to the mail, but the retailer has come to stay, and any large operations must be undertaken with his co-operation. While the mail order trade is growing, that done through the old channels is also increasing, and at a greater ratio. Mr. Balmer charges textile manufacturers with "ignorance in regard to the value of space, circulation, and of a well-managed machinery for handling the business that is induced by advertising." Authorities who are evidently more familiar with textiles than with advertising hold that failure has always attended attempts to popularize trademarked goods through general publicity. Mr. Balmer appears to be secure in his position when he maintains that no adequate, wisely planned campaign has ever been undertaken in this field. Shoes, men's ready-made clothing, men's hats and other articles of wear, together with foods, drinks and household necessities and conveniences, have been made conspicuously successful through advertising, and it is difficult to see wherein textiles differ from them.

MANY an advertiser, like his brother, the trout, rises to a gaudily colored fly, but learns too late of its deception.—*White's Sayings*.

ANGLO-SAXON words and short sentences are the things that make the blood run quickly and leave with the reader an impression of life and briskness on the part of the business using them in its advertising.—*Jed. Scarboro*.

HOUSEHOLDER—That last butter, Mr. Creamer, was a little strong.

Dairyman—Yes, I found that out before I sent it. So I told Mr. Wiggs to give you short weight. It was the best thing we could do you know, under the circumstances.—*Boston Transcript*.

POSITIVE GUARANTEES OF ADVERTISERS' RELIABILITY.

An interesting young man is the controlling owner and director of the most remarkable publishing syndicate of modern times. The Little Schoolmaster refers to Herbert Myrick, whose force and power as an editor have been equaled by his success as a publisher since he assumed, a few years ago, the business management of the publications with which he is identified. He generously attributes their great development to his capable lieutenants, whose views have been frequently published, but PRINTERS' INK is the first to secure an interview with Mr. Myrick on the subject of "Clean Advertising."

"This is not a new topic with us," said President Myrick. "Why, it was 'way back in 1859, in the days of 'Pike's Peak or bust,' that Orange Judd promulgated the idea of clean advertising, though it was as early as 1856, when the *American Agriculturist* came into his ownership, that he began to 'clean up its advertising,' to use the modern phrase. In '59 he began to expose sundry humbugs, and in the *American Agriculturist* for January, 1860, announced that he would 'exclude deceptive advertisements, also those persons who are reported not to perform what they promise.' Two months later it was stated that advertisements would be admitted 'only from parties who have a business character to sustain; suspicious persons, or those known to treat their customers unjustly, are excluded.'

"This policy has been adhered to uninterruptedly now for half a century by the *American Agriculturist* of New York, and in these later years by its brothers, *Orange Judd Farmer*, of Chicago, and the *New England Homestead*, of Springfield. But these weeklies have for many years gone still further. They have positively guaranteed to each one of their 210,000 subscribers the reliability of every advertiser in their columns. Here is a reproduction of the guarantee that has appeared

for years at the head of the editorial page of the *American Agriculturist* weeklies, and is backed by all the resources of the Orange Judd Company:

OUR GUARANTEE—We positively guarantee the reliability of each and every advertiser in this journal. This guarantee is irrevocable and means just what it says. It means that no advertisement is allowed in our columns until we are satisfied that the advertiser is absolutely reliable and that any subscriber can safely do business with him, though of course we cannot adjust mere trifling disputes. It further means that if any subscriber is swindled through any advertisement in our columns, we will reimburse him for the full amount of his loss. Complaint, however, must be made within one week from date of any unsatisfactory transaction, with proofs, etc., and within one month from date advertisement appeared. *It is a condition of this contract that in writing to advertisers you state—I saw your adv. in the old reliable A. A.*

"I think the first publication in the country to follow Orange Judd's example was the clever little *Farm Journal*, and I am told that their guarantee protecting subscribers has appeared in every issue since 1880. Aside from it, the Phelps Publishing Company's semi-monthly *Farm and Home* was the only journal to begin many years ago such censorship as to warrant *Farm and Home* in making the following guarantee:

WE GUARANTEE that every advertiser in this issue is reliable. Should any advertiser herein deal dishonestly with you we will make good the amount of your loss, provided such transaction occurs within one month from date of this issue, that it is reported to us within a week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state that you saw their advertisement in *Farm and Home*.

"This guarantee, backed up for years, has given the readers of *Farm and Home* such implicit confidence in whatever is advertised in its columns that, with its 350,000 subscribers, *Farm and Home* stands at the very head in its class as a profitable medium for advertising."

"How about the application of your policy to magazines, Mr. Myrick?"

"I suppose my good friend, Mr. Cyrus Curtis, was the first publisher outside of the agricultural papers to really censor his advertising columns, and he has done this with such discrimination, both

as to content and typography of advertisements, as to make the *Ladies' Home Journal* and the *Saturday Evening Post* models of their kind. Yet even those papers do not go to the extreme we do.

"When the Phelps Publishing Company acquired *Good Housekeeping*, in the fall of 1900, our advertising manager, Mr. William A. Whitney, made known at once his policy to advertising agents, which was that nothing but meritorious announcements would be admitted to this magazine. Some agents, believing this policy could be easily broken, began to offer us lines of inferior advertising, but they were promptly turned down. Mr. Whitney received a number of letters from agents finding fault because he was censoring so carefully the advertising columns. He maintained his rigid policy, however, and a little later appeared *Good Housekeeping's* famous 'ironclad contract between the publisher and each subscriber,' as follows:

We guarantee the reliability of every advertisement inserted in *Good Housekeeping*. We mean that you shall deal with our advertisers in the confidence that you will be fairly and squarely treated. If, in spite of all our care, some advertisement should be admitted through which any subscriber is imposed upon or dishonestly dealt with, we will make good to such subscriber the full amount of the loss. The matter should be brought to our attention within the month the magazine is dated that contains the advertisement. The only condition of this contract is that the subscriber shall mention, when writing to our advertisers, that the advertisement was seen in *Good Housekeeping*.

"This contract has been the feature of each and every issue of *Good Housekeeping* from that day to this, and advertising agents have come to know that *Good Housekeeping* is the one magazine that will surely return their contracts for any objectionable or fake advertising, etc. Indeed, *Good Housekeeping* is still the only magazine to enjoy the rare distinction of positively guaranteeing the reliability of its advertisers.

"While no other magazine has yet 'come up to the scratch' in this respect, a number of them are exercising greater care in the admission of advertisements. We con-

gratulate our contemporaries, and trust that the time may come when all misleading and fraudulent advertisements are excluded from other magazines as relentlessly as they are from our columns.

"But *Good Housekeeping* still stands as the only magazine which says to the subscriber, 'If you are imposed upon or dishonestly dealt with through any advertisement in our columns, we will make good to you the amount of the loss.' To make such a guarantee not only requires the utmost scrutiny of all the advertising offered, but it also demands a corporation with sufficient financial strength to back it up.

"This policy forces us to refuse a considerable volume of advertising that is still accepted by many quite reputable magazines. In fact, during the past few months we have declined several thousand dollars' worth of that class of business, some of which is still to be seen in a number of our esteemed contemporaries."

"What has been the effect of this policy upon *Good Housekeeping*?"

"It has brought about a confidence between subscribers and advertisers that is absolutely unique in the history of journalism. Our readers feel just as safe in ordering goods from *Good Housekeeping* advertisers as they would be to buy those goods over the counter. Then again, the peculiar character of *Good Housekeeping*, coupled with the vast number of well-to-do and substantial families who find its advertisements as useful as its reading pages are fascinating and indispensable, accounts for the saying which is becoming an axiom among advertisers:

"'One thousand *Good Housekeeping* circulation is worth two thousand of ordinary magazines.'"

"Do you mean to say that *Good Housekeeping* will pay every advertiser every time and all the time?"

"Not a bit of it. It would be absurd to make such a statement. No single publication will always pay every advertiser. But our advertising pages prove conclusively

that publicity in *Good Housekeeping* is a most satisfactory investment. How can it be otherwise? Just look at the October number. That speaks for itself as to advertisements, text and art contents, not to mention paper and typography. Compare this and each preceding issue with the first number issued three years ago. The pages in the magazine have increased from 64 to over 200, the advertisements from 11 to over 90 pages, the circulation from 30,000 to 150,000. Those who know say that in *Good Housekeeping* the Phelps Publishing Company has made a far better record in its first three years than did ever any existing periodical in a similar period—not excepting *Munsey's*, *McClure's*, *Delineator* or the excellent *Ladies' Home Journal*. One of the greatest advertising agencies declares: "*Good Housekeeping* is the twentieth century success in the magazine field."

"What are your plans for the future?"

"Progress! By our deeds shall ye know us. We are learning.

We have put up a new building and are putting in a lot of machinery. We can at present produce 250,000 copies a month and will soon be able to largely increase that.

"And, by the way," added Mr. Myrick, enthusiastically, "you know our manufacturing plant at Springfield is the largest and most complete of its kind on earth. Everything for *Good Housekeeping*, except the paper, is made and done under our own roof, save only the product of some of the celebrated artists and contributors who are doing their best work for our columns. But we have hardly got our wind yet. We have only just begun. The future will show what the result will be."

"But doesn't your insurance of advertisers cost you great trouble and expense?"

"Certainly. It requires peculiar ability and knack, not to say money and work, to enforce such a policy, when you are dealing with virtually several million of all sorts of people in country, village, town and city."

Sept. 21
1854

Our Banner Year

Sept. 21
1904

The

Milwaukee Herold

Has entered upon its fiftieth year, thereby stepping into the ranks of those standard American papers whose career is marked by a half century of successful journalism. THE HEROLD publications are more widely read at the inception of its fiftieth year than at any time during the history of its growth, going regularly into nearly one hundred and fifty thousand homes throughout the country.

We propose to make this "Our Banner Year" one which will culminate fifty years of success and also set a pace for the future development of THE HEROLD and its auxiliary properties.

\$100 FOR A DESIGN.

An emblem or design is desired to typify and commemorate for the ensuing year this milestone in THE HEROLD's progress. The design must bear the inscription "Our Banner Year." A prize of ONE HUNDRED DOLLARS will be given to the best design submitted. The competition will close on November 10, 1903.

THE HEROLD CO., Publishers, Milwaukee, Wis.

A "GET TOGETHER" CLUB.

"Get together" is the business watchword of to-day. Successful men of affairs recognize the value of association for the interchange of ideas. The managers of six of the largest evening dailies in the United States, represented by M. Lee Starke, meet in New York twice a year to suggest plans for promoting the interests of their general advertising departments and to discuss the advisability of adopting policies which would seem to be beneficial.

The third conference was recently held and was attended by J. Whit. Herron, business manager of the *Washington Star*; U. S. Marson, business manager of the *Montreal Star*; L. M. Duvall, business manager of the *Baltimore News*; W. P. Henry, business manager of the *Newark News*; Lucian Swift, manager of the *Minneapolis Journal*; Hilton U. Brown, manager of the *Indianapolis News*; M. Lee Starke, and W. Y. Perry, Mr. Starke's Western manager.

"The managers of my six papers consider it well worth while to leave their work twice a year and spend a week in New York at these meetings," said Mr. Starke. "There are no grievances to be settled, because the papers are far apart and are not rivals in any sense, but the ideas contributed by each manager and the matters settled upon as definite policy for all the papers bring immeasurable improvement to each. At the September meeting, for example, we adopted the plan of advertising the six papers in combination, and it was also decided that all six should be represented in the Roll of Honor of PRINTERS' INK.

"Correspondence is a slow way of bringing men to action, but when six practical men, face to face, discuss a proposed policy, its advantages become more apparent and it overcomes a tendency to procrastination. One man who may be opposed to the plan and who cannot be brought into line by correspondence will concede the point in the face of the argu-

ments of the other five who favor it. New and improved methods are in this way put into effect simultaneously, which adds to their effectiveness.

"The six papers realize the advantages of association. When I left the Scripps-McRae League and looked about for papers of my own I had some untried theories along this line. I wanted to represent papers that would give me prestige rather than those whose good names I would have to build up among general advertise., and, after discussion and thought, I came to the conclusion that the evening daily was the paper of to-day and to-morrow. The question, 'What is the leading evening daily in the United States?' naturally presented itself and, after more discussion and thought, I settled on the *Evening Star*, of Washington, D. C. Through a combination of circumstances, I secured the representation of the *Star* in New York and Chicago, and with that for the cornerstone decided on a policy which should influence me in getting others. I wanted papers that were equal to the *Star* in their respective fields, and, with the publishers of the *Star*, outlined the standard to which newcomers must conform:

"First: All must be high-grade, family circle, evening dailies. Second: Must be clean—free from all filthy advertisements that disgrace the columns of the majority of daily papers. Third: Must possess the confidence and respect of readers. Fourth: Must be strictly independent politically, for a partisan paper is not a newspaper—it's an organ. Fifth: Must be the leading papers in their respective territories, both in quantity and quality of circulation and advertising. Sixth: Must issue regularly each month sworn detailed statements of net circulation, so as to furnish itemized bills to each advertiser for goods delivered. Seventh: Must put forth every effort to make the purchase of space in their columns good advertising investment. Eighth: Must have only one rate and one condition for a certain service—

the same to all advertisers—so that there can be no discrimination, no favoritism, no humbug of any kind.

"In addition to complying with these conditions, before a new paper is admitted to this list the publishers of the other six must signify their willingness, for much depends on preserving harmony and present standards. Mine is the largest and strongest list of evening papers in the world. It is made up of thoroughly modern papers, conducted on thoroughly modern lines, and their rates are absolutely invariable, which can be said of no other list of papers. Advertisers deal with my New York and Chicago offices as with the papers direct, for I work on salary and am absolute manager of foreign business. The clean policy was a new one and somewhat theoretical, but it has worked out beautifully. The *Minneapolis Journal* was the last paper admitted—about eight months ago—and its foreign business has been largely increased. The prestige enjoyed by one good paper is bound to be shared by another by means of association.

"The semi-annual conference gives a sense of what might be called oneness, while it also gives each paper the benefit of ideas from six business managers who rank among the best newspaper men of America. As a result of the new advertising policy we have adopted, our advertisements in *PRINTERS' INK* will deal not only with the papers, but with the cities they cover. We have started a series of ads called 'Little Lessons in Publicity,' which will not only deal with the fields and the mediums, but with advertising principles as well. To get good ideas along these lines I shall offer soon cash prizes for the best page advertisement to be inserted in *PRINTERS' INK* between now and December 31, 1903."

Mr. Lucian Swift, publisher of the *Minneapolis Journal*, said:

"The advantages of the evening association plan were so manifest to us that we withdrew the *Journal* from another special, who had produced excellent results, and

placed it with Mr. Starke, after the other five publishers had agreed to its acceptance. Our former representative's list was made up of both morning and evening papers and we wanted to profit by this evening association idea. As a result we have since carried more foreign advertising than at any time in our experience."

OUR POST OFFICE.

During the past several years much speculation has been rife as to the legal power of the Postmaster-General to issue so-called "Fraud-orders" on evidence satisfactory to him that the law is being violated.

A study of the origin of our postal system shows that it was intended that it should be for the common benefit and at the common expense of all the citizens of the country and the common right of all to its use has never been questioned.

When a person's right to the use of the mails is cut off, such deprivation inflicts serious punishment, without a judicial trial. Such cases always proceed upon the complaint of some Post Office inspector who reports the case to his superior officer, and thereupon after perfunctory examination, usually before some clerk in the legal division of the Post Office Department, a fraud-order is issued against the alleged offender.

The act for which the Postmaster-General deprives a person of his mail is a crime. The whole question to be settled is this: Is the person accused guilty or not guilty? And this is settled, once for all, in the District of Columbia, in the office of the Postmaster-General, without indictment found and without having the accused confronted with the witnesses against him; without being heard either by himself or counsel, and without court or jury. Thus are all the safeguards of the law swept away and the accused is left to the mercy of some law clerk in one of the executive offices.

The person invested with seeming authority to pass final judgment is often one not learned in the law, not qualified to weigh evidence and not able, even if so disposed, to properly guard the rights of the citizen over whose fortunes and happiness he exercises such absolute control. Such powers, so exercised without the benefit of the rules established in courts of justice, should be confined within the narrowest limits and all encroachments on the constitutional rights of the citizen should be jealously guarded by the courts of the land.—From *Stanley Day's Advertisers' Guide for October*.

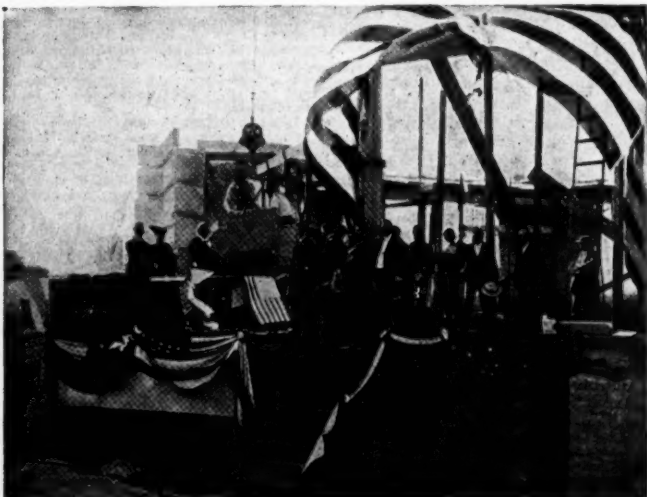
Get down off your high horse if you expect to be heard and patronized by common, every-day people. Put plain horse sense and honest intentions in your advertisements. These are the things that appeal to you, and in all essentials you are just like most of the people you're trying to sell goods to.—*Jed Scarborough*.

WHERE DIMES GROW INTO DOLLARS.

It is said that the new building of the *Woman's Magazine*, now being built in St. Louis, will be the largest structure in the world devoted to publishing. David R. Francis, president of the Louisiana Purchase Exposition, laid the cornerstone August 29, and it is hoped that the new quarters will be ready in November. Standing on University Heights, overlooking the World's Fair grounds, it will be divided into two parts—an of-

surround both buildings, giving the isolation that their architecture requires.

The most interesting feature of the new building, however, is the man who built it. E. G. Lewis, president of the corporation that publishes the *Woman's Magazine* and *Woman's Farm Journal*, founded the former about four years ago with a total capital of \$1.25 as a beginning, according to the *St. Louis Chronicle*. He had long entertained the idea of a woman's magazine to sell at ten cents a year. People pooh-poohed



LAYING OF CORNERSTONE OF NEW BUILDING ON AUGUST 29, 1903, BY HON. DAVID R. FRANCIS OF ST. LOUIS.

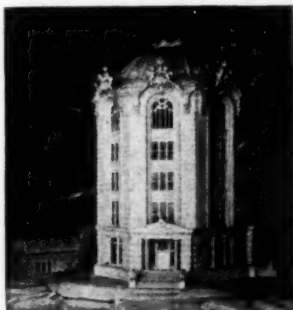
fice building five stories high and an immense pressroom of one story. The first is of white marble, Bedford stone and terra cotta, hexagonal in shape and capped with a gilded copper dome. The pressroom will be 275 feet long and 100 feet wide, of buff pressed brick and iron, with glass roof. There will be room for seven mail cars in this building, and at the end connecting with the offices will be an elevated observatory, with flowers and ferns, from which visitors may overlook the entire building. Five acres of gardens will

the notion of building a profitable publication on anything so insignificant as a dime, but Mr. Lewis did not lose faith. He had no money, but worked and saved, inventing different articles, which he placed on the market. When he finally began to make money slowly his savings were suddenly swept away through reverses. But he got his magazine going at length, and it grew so fast that extra capital was needed to run it. Looking about for investors, he ran across an incredulous capitalist. "The best class of people

won't take your magazine," he said; "it's too cheap!" "Where were you brought up?" asked Mr. Lewis. The capitalist mentioned a little town in New Jersey. "Bring the subscription list of that town," said the publisher to an assistant. "Now," turning to the capitalist, "how many people do you know in that town?" "About all of them," was the reply. He read the list, and to his surprise found the names of his sister, the pastor of his old church, his family doctor and several merchants. The publishers of the *Woman's Magazine* challenge anybody to name a single post office in either the United States or Canada, no matter how insignificant, where the publication has no subscriber. Mr. Lewis is thirty-four years old, and came originally from Connecticut. His father is rector of St. John's Episcopal Church in Bridgeport. He is said to be a hard worker, abstemious, and admired for his energy and integrity by capitalists and business men of St. Louis. "I seek no glory aside from that to be secured in legitimate commercial enterprise," he has said. "When I am dead put over my grave a modest stone and inscribe it, 'This man published the greatest magazine the world ever saw, and he paid his bills.'" He is married, and lives in a quiet, unpretentious home at 769 Euclid avenue. The company of which he is head is now capitalized at \$1,200,000, fully paid, and the stock is held chiefly by bankers and astute men of affairs. When Mr. Lewis was carrying his project about to capitalists a certain St. Louis banker bought a one-fifth interest in the magazine for \$500. Soon afterward Mr. Lewis bought the stock back for \$5,000. Recently the banker paid \$5,000 for a two-hundredth interest in the magazine. The *Woman's Farm Journal* is also sold at ten cents a year, but is thirteen years old, being a publication that was bought by the company after the first success.

The *Woman's Magazine* never prints a poem, as to do so would precipitate on the editor's head

from 5,000 to 10,000 poetical productions from amateurs. Every year 50,000 postals are sent to readers all over the world, and they are asked to tell what class of reading suits them best. The replies are valuable in determining editorial policy. The subscription list is said to be growing at the rate of 60,000 to 90,000 a month. *Conkey's Home Journal*, with 200,000 circulation, was lately purchased, and 1,500,000 copies are now guaranteed advertisers. The largest number of letters received in one day this year was 18,000, each containing a dime. When a subscription is about to expire a green wrapper is put on the paper, and the renewal follows so invariably that little attention is paid to



NEW BUILDING OF THE "WOMAN'S MAGAZINE."

urging renewals. Many subscribers register their ten-cent pieces, which is held to be not an indication that they are afraid of losing the money, but that they are anxious to make sure of getting the magazine. The lists include every country on the face of the earth. Foreign coins of the oddest description are sent in payment for the paper, and sometimes the exchange on this currency is more than the price of subscription. Any loss to readers through dishonest advertisers is made good by the company. Articles advertised must be just as represented in the copy or the advertisement is refused. Before the races between the Shamrock and Reliance Mr. Lewis announced that if the Eng-

lish boat won the cup he would ask every woman who reads his magazine to donate twenty-five cents, he contributing an amount equivalent to the entire sum. A yacht named the American Woman would have been sent to England to bring back the America's trophy.

"My magazine is a success," he says, "because we give the people what they want to read, and not what we want them to read. I figured that eighty per cent of the people of the United States lived in small towns and villages. In the cities I did not feel certain of building up big circulations, because people there get the high-priced magazines and mammoth Sunday papers. Not so in smaller places. There was where I aimed to make my hit, and I did. This does not signify that we have no circulation in the big cities—in all such places we have large lists, and they are growing fast."

THE CRITIC CRITICISED.

UNITED STATES HOTEL.
SARATOGA SPRINGS, Sept. 22, 1903.
Editor of PRINTERS' INK:

You are supposed to have, and you have, good taste in matters typographical. It is expected of you. You pose for a "Schoolmaster," you so title yourself, and you are fairly entitled to the appellation. I like exceedingly the different fonts of type which you use in the body of your publication, and I think that the ads in the book, large and small ads, as a rule, are set with perfect taste, and, what is of greater importance, they are effective. I don't know, of my own knowledge, that they are "result producers," to quote one of your favorite phrases; but I have no doubt that they are. I read them with care—they arrest my eye and attention.

So far so good, but—(the Irish-New York dramatist and wit, John Brougham, said, in his burlesque, "Pocahontas," "but me no buts")—I repeat, but, I do not like the appearance of your title page when there is a big ad on it. On the outside front page of a newspaper or magazine its title should be the most conspicuous thing; whereas, the name of your handsome little book is sometimes largely overshadowed, almost hidden, by something else.

I read PRINTERS' INK every week regularly, when I am in this country; have read it from its first issue, and I estimate its value highly. But not infrequently, when I am scanning its pages closely, if not critically, in public, I am asked, "What is it you are reading and scrutinizing so carefully?" Instead of replying verbally, to save my voice, and to make it easy and plain for the questioner, I turn the outside

front page of the Little Schoolmaster toward the eyes of the interrogator.

"What's that?" sharply says the inquirer, putting still another question, "The Chicago National Hotel Reporter"? or, as was remarked of your issue of September 16, "The Star League of Indiana? I never before saw it." And then I, myself, look closer, and am forced to explain at length. Well am I aware that you are "not in business for your health," to quote a slang phrase. A publisher, myself, for not a few years, as you well remember. I should know that a newspaper cannot exist without ads. The exception was Robert Bonner's *Ledger*, many years ago; I am speaking of the general rule.

All the same you are The Schoolmaster, and you give lessons in matters of taste in the typographical art. From your teachings I have learned that the high character and the good appearance of a publication are to be considered before any "order" that may seem to be profitable to the publisher.

In fine, or in conclusion, your otherwise beautiful and valuable little book is sadly marred by your accepting and printing on the first page of cover big, bold, black ads, with heavy face type. They offend the eye. I use that word advisedly; they offend good taste.

If you were not so liberal in your views and so broad minded, I would not dare to address you in this way. The subject has been on my mind for a long time, and now it is off, having written this. If you, yourself, were not so critical I would not occupy my time or take the trouble to criticise you and try to improve your skillfully edited, ably written little book.

Very truly yours,

MORRIS PHILLIPS.

EVERY ADMAN SHOULD FOLLOW THIS PLAN.

THE BIRMINGHAM LEDGER.

James J. Smith, President.
BIRMINGHAM, Ala., Sept. 24, 1903.

Editor of PRINTERS' INK:

I enclose you some clippings of stuff I run daily on the editorial page of the *Ledger*, varying it frequently with "Pickings from PRINTERS' INK." My idea is to pound into them truth, honesty and the necessity of using PRINTERS' INK. I find the Little Schoolmaster invaluable to me in my work, and would not be without its weekly assistance of suggestions and articles on timely topics. There is more meat in it to the agate line, actual help for the advertiser and advertiser, than in all other publications of the craft combined. I believe this and do not think I exaggerate. My article on the Roll of Honor will appear in the *Ledger* shortly, when I will send it in for the \$100 prize!

I never lose an opportunity to urge upon advertisers, and especially advertisers, the necessity of regular reading of PRINTERS' INK. Very truly yours,

FRANK BATES FLANNER,
City Adman.

SOME business men are like telegraph poles, useful—but all advertising ideas pass by without changing their condition.—*White's Sayings.*

WITH ENGLISH ADVERTISERS.

By T. Russell.

Another *alumnus* of the Little Schoolmaster has turned up. I was written to some weeks ago by Messrs. Elliott & Co., of Edinburgh, Scotland, manufacturers and importers of instruments and supplies used by dentists. This firm wished to consult me in regard to a feature of their advertising, and in the course of my correspondence with them, Mr. W. E. H. Elliott, the head of the firm, sent me a batch of advertisements bearing the hall-mark of PRINTERS' INK's school in every page, and told me that he considered the Little Schoolmaster the vitalizing force of his commercial life. Mr. Elliott says he has read and has preserved every number of PRINTERS' INK since 1892, and is good enough to say that he remembers all my letters to PRINTERS' INK during the long period of my first connection with it, when for several years I sent a letter every week. "Not only," writes my correspondent, "has PRINTERS' INK taught me advertising, but I have learned a great deal from it about business methods, the success and failure of others, and the 'reasons why.' This publication has in a great measure been the making of me. I have put many a man on to PRINTERS' INK, and I know, in most cases, much to their profit. It is the only publication that comes to me that gets read from cover to cover, and some of the old advertisers I had got to regard as almost neighbors. I miss the bright, snappy advertisements of *Comfort*, *Ladies' Home Journal*, George Kissam & Co. and A. Frank Richardson, the known-circulation man. What has become of them? Practically all my supplies come from the States, and I am beginning to be recognized as a man to be reckoned with, though at first I was said to be *mad* (English for crazy) and an upstart, and it was freely prophesied that I should hang myself with my 'smart Yankee methods.' Well, I have stood the storm for twelve years, and seen many an

old house in a very difficult trade 'go under,' so there must have been some method in my madness. I would not take £100 for my file of PRINTERS' INK, and I very much question if there is as complete a file in Great Britain—May 18, 1892, to date, and every copy read and re-read."

* * *

Few things are more cheering to me, as London correspondent, than to hear people talk of PRINTERS' INK in such terms as this, little as my share in the educating of this very meritorious advertiser can have been. Amid all the grumblings of the world of business it is pleasant to find a cheery optimist who owns to having succeeded, and makes no bones about attributing his success to the influence of what I cannot think Mr. Elliott exaggerates in calling the most stimulative influence in the world of commerce. But I think Mr. Elliott's modesty perhaps leads him to underrate his intrinsic merits. The seed that fell on bad soil didn't, in the parable, bring forth a very heavy crop, and something has to be said for the discrimination which enabled him to know a good thing when he saw it, and use that good thing aright when seen. PRINTERS' INK has made many good advertisers—Mr. Elliott is the third who has introduced himself to me within six months—but neither PRINTERS' INK nor anything else ever made an advertising man out of air. It takes energy, receptiveness, enthusiasm, judgment, nerve, to make a good advertiser. No advertising school can do anything with a man who lacks these characteristics. Business capacity is an absolute essential. But a man might have all these things in his character and yet fail of being a good or successful advertiser, and it is to supply the missing link that PRINTERS' INK exists.

DISPLAY is merely a matter of contrast. If the other fellows in your paper are laying it on thick in big black type and blacker borders, that's your cue to use light faced type with white space all around in place of borders. Things that are different are displayed whether dark or light.—Jed Scarboro.

The Superiority of PRINTERS' INK

As a practical, progressive journal of great help to every man in the executive departments of business, to clerks and subordinates who are ambitious to become leaders and managers and to young men and women who intend to learn the art of advertising and become proficient in the same, PRINTERS' INK stands pre-eminently above the now numerous class of periodicals devoted to advertising. Born in 1888, its healthy old age, alone, proves its superiority over its some two hundred imitators, generally spoken of as "PRINTERS' INK's babies," who have "sprung up in a night" and, after a more or less successful course, as suddenly "faded from sight." Since its establishment, fifteen years ago, PRINTERS' INK has been constantly improving, until now its wide scope, completely covering, as it does, with its original and authoritative articles and timely, practical interviews, the entire field of advertising, combined with its decided stand on such questions as that of advertising schools, has raised it to a higher plane than its many would-be rivals may ever hope to occupy.

Advertising is to-day a recognized commercial science. Without it no large and successful business can be conducted. As has been said, it is as essential to business as is the motive power to machinery. All large business houses maintain advertising departments under charge of high-salaried men who have had years of experience in that particular branch of business and upon whose skill and

genius the success of the firm, in a great measure, depends. But all advertisers cannot afford to employ advertising managers, and it is just here that PRINTERS' INK is of inestimable value.

The small advertiser is compelled to use his capital in the most effectual manner, and the many pointers he may glean from the pages of PRINTERS' INK will enable him to do so. The new advertiser wishes to know the best methods employed by his competitors; that peculiar province of PRINTERS' INK—the interview—affords the most direct and practical information he can obtain. In short, PRINTERS' INK is ever and anon presenting good ideas which no wide-awake advertiser, whether large or small, old or new, can afford to pass.

PRINTERS' INK is also of great assistance to young men and women who desire to learn advertising, inasmuch as the study may be carried on at home, each number being a weekly lesson at a cost of less than ten cents.

Advertising is a profession or line of work adapted to the intelligent, whether the prospective student is a school graduate or is actively engaged in some mercantile pursuit. The weekly study of PRINTERS' INK has been the starting point of many young men who are now drawing large salaries as professional adwriters and advertising managers.

The benefit derived from this study is actually greater than that derived from the so-called advertising courses so extensively advertised, for PRINTERS' INK ever guides its readers along the line of actual experience by men who are practical advertisers.

LESTER E. FREEMAN,

1 Weston Ave.,

Sandy Hill, N. Y.

THE TOBACCO STORE.

By Joel Benton.

There is a motto half lingering in my mind which says, in effect, that he who does not enjoy his pipe, or cigar, has either had no great sorrow or does not know one of the greatest solaces which life affords.

However, this may be, though, and whatever ascetically minded folk may think of the tobacco habit, no one can dispute that vast quantities of the weed, in one form or another, are sold in almost every country and zone under the sun, and that as a promoter of tranquillity and happiness no competitor can equal it.

You can scarcely go in a village or small hamlet so insignificant that it has not at least one tobacco store, and if you find such a one, you will soon see that tobacco is not tabooed in the place, but that it has its quarters somewhere there in co-partnership with other goods. Some of the tobacco stores of modern times find it desirable, even when they are not a part of a general store, to put in a soda fountain, or perhaps a small room for games, and they sometimes purvey "soft drinks," "milk shakes," etc., to a considerable line of customers.

As the cigar and pipe are sociable instruments and induce talk and clubableness all this is well. Old Dr. Johnson, and many another ancient worthy—even Ben Jonson, Shakespeare and others—talked glibly over spirits and tea, and when Sir Walter Raleigh took tobacco to England, the fumes of that went up along with much wit and jollity.

The business moral first to be drawn is that the more cozy and sociable, and variously attractive a tobacco store is, the more it will be singled out for visitations and the greater its sales will be. It has, too, with the immense variety of pipes, cigarettes and other paraphernalia that have been produced in modern times, an unequalled opportunity to make its window display effective. Some of the tobacco stores that we see in large towns really vie with the

drug stores, the feathered Indian of high colors offsetting the drug stores' bottles of colored waters. Why it is that these two businesses, and the barber and the pawnbroker, are almost the only ones to have symbolic signs, it might not be easy to explain—but since they have them, it is well to have good samples of them in evidence.

Perhaps few stores can make a booklet helpful than the tobacco store can. For people will always take a more sudden and delightful interest in something that addresses their appetite than in something which they are to wear or look at. The booklet, therefore, which tabulates tobacco novelties should be made in the best style of the printer's and the pictorial art. It should be well and concisely written and, if there are some things to talk about, give them and their illustration a prominent place.

The purveyor of excellent goods can say that his "cigars are so good that any man may safely send his wife to pick them out." This may seem like superlative praise, but if it is only true, there is no harm in advancing and standing by it.

Not all cigar dealers may know that there is a voluminous literature in both verse and prose relating to tobacco, and that a good deal of it can be quoted from time to time to make tobacco advertising picturesque and taking. Certainly what has inspired so many bright writers to put forth, will have the power to lift up the advertising of the wares referred to, and eulogized from dull and unattractive mediocrity.

Not all tobaccoists, perhaps, have read of this riddle:

To three-fourths of a cross, add a circle complete,
Then let two semicircles perpendicular meet;
Now let a triangle stand on two feet,
Then add two semicircles and a circle complete.

The answer is:

TOBACCO

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called A Roll of Honor. Published weekly in preferred position it lists publications that have furnished detailed statements to and secured figure ratings in the American Newspaper Directory. When a publisher has taken this means of showing that he is willing to let advertisers know how many copies he prints, the Roll of Honor enables him to keep his publication and circulation rating before a large body of advertisers every week at nominal expense. Such service is to be obtained nowhere else at any price. Another advantage is that a publisher entitled to representation may, by simply furnishing later statements, show just how much circulation his paper has gained during a certain period. Change of copy is always free of charge. These are some of the advantages of the department. There are many others.

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the Roll of Honor should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the Roll of Honor as described in that heading of the first page of the Roll of Honor published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the Roll of Honor is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked Roll of Honor Contest, care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every

contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Half-tone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated, and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the Roll of Honor there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fall of recognition.

This competition offers to advertisers an opportunity to obtain publicity in PRINTERS' INK that money could not buy, as well as to have their work passed upon by the Little Schoolmaster and his pupils everywhere. Mere fine writing may have less show than rugged, homely expression of facts. The chief point to be emphasized is why a publisher whose paper is entitled to a place in the Roll of Honor should secure representation therein.

If further information is desired address the editor of PRINTERS' INK.

ROLL OF HONOR PRIZE COMPETITION.

ELEVENTH WEEK.

In response to the contest announced on the preceding page six articles were received in time for report in this issue of **PRINTERS' INK**. Of these, the one reprinted below was deemed the best. It was written by F. James Gibson, secretary of the Sphinx Club, 22 North William street, New York City, and it appeared in the *Warsaw, N. Y., Western New Yorker* of September 4, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to **PRINTERS' INK**, good for one year from date of presentation, was sent to Mr. Gibson when the marked copy of the paper was received. Two additional coupons, one to Mr. Gibson and one to the advertising manager of the *Western New Yorker*, were sent in accordance with the terms of the competition, after the choice for the week had been made. Mr. Gibson's effort will now be placed on file and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *Western New Yorker* follows here:

Printers' Ink Roll of Honor.

By F. James Gibson.

A good many years ago a young advertising man came to New York from his native New England. At this time things had not advanced very far in the advertising business. For example, an advertising agent was quite a rare bird, and such a thing as a newspaper directory had not been heard of. Such lists of newspapers and other publications as were in the hands of advertisers and advertising agents were incomplete and otherwise of little value; but such as they were, they were, through a narrow and mistaken policy, jealously guarded as trade secrets.

Our young New Englander knew that a real newspaper directory which could be placed in the hands of all advertisers would be a good thing for the cause of advertising and, therefore, help along his advertising agency. So he went to work and started the American Newspaper Directory. This is the best newspaper directory ever published. It is the only one that ever made any serious

attempt to get at the real facts regarding circulation. It was, however, slow and disheartening work, because, for obvious reasons, only a very small proportion of the publishers of the country cared to quote actual circulation of figures; and advertisers had not, up to that time, been educated to demand specific circulation information. Glittering generalities, verbal pyrotechnics and "hot air" seemed to satisfy them. Indeed, real knowledge about advertising, in those early days, even among the largest advertisers, was lamentably small. But New England was not easily discouraged, even if the years did roll by and the unregenerate publisher for the most part remained unregenerate, and the unthinking advertiser was, with few exceptions, still unthinking.

But, if things were not as they ought to be, why not make them better? Why not start a journal in the interest of the Cause? Why, not, indeed! So **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, began its educational and otherwise beneficent career. From that time to the present, things in the advertising world improved with greater rapidity, because, thanks to **PRINTERS' INK**, advertising men and the general public got a much clearer understanding of what advertising really is. And they are still learning. The Little Schoolmaster is truly the little schoolmaster.

During the fifteen years of its existence **PRINTERS' INK** has, undoubtedly, done more to teach and promote the art of advertising than has any other single influence. One of the things it did was to educate the advertiser into finding out what he really was getting for his money when buying advertising space.

By degrees, quite a large number of publishers came to see the reasonableness of the requests of the American Newspaper Directory for a properly signed and dated detailed statement. This, undoubtedly, influenced others and the good work went on. And, of course, the growth became still greater when it was observed, still thanks to the educational influence of **PRINTERS' INK**, that those publishers making the circulation statements required by the Directory made, as a rule, the greatest gains in advertising patronage.

Another of the teachings of the Little Schoolmaster is that volume of circulation is not everything, but that quality is very important, consequently the editor of that publication persuaded the editor of the Directory to place the so-called gold marks (50) indicating high quality of circulation, after the names of certain publications. Any one seeing these gold marks so placed is to understand that the publications fortunate enough to be considered worthy of them are usually somewhat old-fashioned (too old-fashioned, as a rule, to make circulation statements, but too honest to lie), but that, owing to their age, their high standing as newspapers and their undoubted excellence as advertising mediums, space in them is really worth more per line per reader than in some other publications of acknowledged merit. This seems to be fair and right.

In the meantime the years still keep rolling on, as years have a habit of

doing, and the man from New England, though no longer young, is still in the prime of his mental activities. One of his latest ideas is that there ought to be some way by which the numerous publications now making the right kind or circulation statement to the American Newspaper Directory, as well as those honored by the gold marks, could effectually and inexpensively advertise themselves as advertising mediums. Naturally PRINTERS' INK suggested itself, and so was born the Roll of Honor, to the delight of many of those entitled to use it. Though only a few months old, the "roll" now contains the names of over 200 publications. No doubt as it becomes better known practically all the publications eligible for mention in it will be found there.

The advantages of being on this Roll of Honor are so obvious that they hardly need enumeration. Here are some of them:

First: The Roll of Honor is a roll of honor. This is because of the great care, earnest endeavor, honest methods and independence of improper influence that distinguish the management of the American Newspaper Directory, no less than because of the great knowledge that comes from long experience and the facilities attaching to records of many years' collection.

Second: The information contained is in a simple, complete and convenient form, and in a preferred position.

Third: It costs almost nothing, only "20 cents per line under a yearly contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance."

Fourth: The frequency of issue enables the publisher to keep the advertiser posted regarding recent happenings, such, say, as increase of circulation since the last issue of the American Newspaper Directory went to press.

Fifth: It shows that the publisher is himself a believer in advertising and is likely to appreciate it and take good care of it after he gets it.

To be eligible for the Roll of Honor and not be represented there argues that a publisher is blind to his opportunities.

The Little Schoolmaster congratulates Mr. Gibson for having written the prize essay of the eleventh week. The *Western New Yorker*, in which the article appeared, is one of the earliest subscribers to the Roll of Honor. Its publisher, Mr. Levi A. Cass, may be justly proud of the fine weekly he produces, one of quantity and quality as well. No advertiser can peruse the *Western New Yorker* and not be impressed by its intelligent make-up and the large amount of home and county news. There are not many weekly papers in the United States that come up to the same standard of excellence that the *Western New Yorker* does.

THE TORONTO STAR

Circulation 22,000 Net

THIRTY of the largest Toronto trade leaders use THE TORONTO STAR *exclusively* over its leading competitor in the evening field, thus absolutely proving our relative value.

The inference is conclusive!

The Charles T. Logan Special Agency
Representatives,
Tribune Buildings, New York & Chicago

In The Homes Of 50,000 Railroadmen You Talk

When You
Advertise in the
Locomotive
Firemen's
Magazine

For Rates and
Affidavits of Circulation
Address
W.S. CARTER
Editor and Managing
Commercial Club Bldg.
Indianapolis, Ind.

One Million Homes are
Railroadmen's Homes

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1933 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (©), the so-called gold marks, denoting superior excellence in quality of circulation. 1st Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily average for 1932, 1,159. Weekly, 2,026, guaranteed (33). First six months, 1933, daily 1,858 guaranteed.

Birmingham, Birmingham News. Daily average for 1932, 18,488 (34); first seven months 1933, 17,898; July, 1933, 20,188; guaranteed.

Birmingham, Ledger. dy. Average for 1932, 18,980 (34). Av. for Aug., 1933, 17,586, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1933, guaranteed, daily 10,890 (©), weekly 12,841, Sunday 14,625 (46).

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1932 no issue less than 1,250 (46). In 1933 no issue less than 1,750.

Phoenix, Republican. Daily average for 1932, 6,820 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1932, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune, daily. Average for 1932, 9,953 (75). Tribune Publishing Company.

San Francisco, Argonaut, weekly. Average for 1932, 15,165 (81). E. Katz, Special Agent, N. Y.

San Diego, San Diegoan Sun. Daily average for 1932, 3,723 (80). W. H. Porterfield, pub.

San Francisco, Bulletin. R. A. Crothers, Av. for 1932, daily 49,159, Sunday 47,802 (80).

San Francisco, Call, dy and Sy. J. D. Spreckels, Av. for 1932, dy 60,885, Sy 71,584 (80).

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1932, 32,171 (97). Average for August, 1933, 38,759. Gain, 6,588.

CONNECTICUT.

Hartford, Times, daily. W. O. Burr. Average for 1932, 16,172 (111).

Meriden, Morning Record and Republican. Republican Pub. Co. Dy. av. for 1932, 7,887 (112).

New Haven, Palladium, daily. Average for 1932, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1932, dy 15,831, Sy 8,825 (114). E. Katz, Special Agent, N. Y.

New London, Day, evg. Av. 1932, 5,198 (113). First six months 1933, 5,523. Aug., 1933, 5,750.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1932, 4,659 (115). Average first six months 1933, 4,996.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1932, 32,748 (©) (122).

National Tribune, weekly. McElroy & Shoppell. Average for 1932, 104,599 (123).

DELAWARE.

Wilmington, Morning News, daily. News Publishing Co., pubrs. Average for 1932, 9,485 (131).

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1932, 7,018 (132). Average first 6 months, 1933, 8,220.

Pensacola, Journal, daily, every morning except Monday. Average for 1932, 2,441 (131).

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1932, 5,608 (133).

GEORGIA.

Atlanta, Journal, dy. Av. 1932, 37,828. Semi-wy, 24,105 (134). Atlanta Journal Co., pubrs.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1932, 1,590 (144).

IDAHO.

Boise, Capital News, dy, and wy. Capital News Ptg. Co., pub. Av. 1932, dy, 2,512, wy, 2,406 (151). Av. first 6 mos., 1933, dy, 2,800, wy, 3,279.

ILLINOIS.

Calro, Citizen, weekly. Citizen Co. Year ending Dec., 1932, no issue less than 1,000 (161).

Champaign, News. In 1932 no issue less than 1,100 daily and 3,400 weekly (163). Average daily issue for July, 1933, 1,711.

Chicago, American Bee Journal, weekly. Actual average for 1932, 7,435 (167).

Chicago, Baker's Helper, monthly. H. R. Cissold. Average for 1932, 4,050 (©) (177).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1932, 60,052 (167). Average first 25 weeks, 1933, 66,740.

Chicago, Grain Dealers Journal, s-mo. Grain Dealers Company. Av. for 1932, 4,416 (©) (175).

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1932, 14,166 (181).

Masonic Voice-Review, mo. Average for 1932, 26,041 (182). For six months 1933, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year ending July, 1932, 2,966 (182).

Chicago, National Harness Review, mo. Av. for 1932, 5,391 (183). First 6 mos. 1933, 6,350.

Chicago, New Thought, monthly. 50c. a year. Ellis Wheeler Wilcox, editor. Average year ending January, 1933, 29,259 (185). Since January, 1933, New Thought prints over 100,000 monthly.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1932, 2,041 (185).

Chicago, Record-Herald, daily. Average for 1932, daily 158,424, Sunday 171,816 (186).

Chicago, Tribune, daily. Tribune Co. In 1932, 7A (©) (166).

Clayton, Enterprise, weekly. No ads on post. No issue since 1932 below 1,008 (188).

A Roll of Honor—Continued.

East St. Louis, Poultry Culture. mo. Poultry Culture Pub. Co. Average 1902, 6,375 (193). Average first six months 1903, 14,863.

Evanson, Correct English: How to Use It, mo. Average for year ending Oct., 1903, 9,750 (194).

Kewanee, Star-Courier. Average for 1903, daily 2,410, weekly 1,522 (305). Average guaranteed circulation daily for August, 1903, 3,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 23,743 (319).

Rockford, Register-Gazette. Dy. av. for 1903 6,554, s.-wy. 7,052 (323). Shannon, 180 Nassau.

INDIANA.

Evansville, Journal-News. Av. for 1902, d'y 11,508, s'y 11,508 (344). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—62,135 (250).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 3,757 (307). For year ending August 31, 1903, 5,232.

Muncie, Star, d'y and s'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, s'y 16,535. (360).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (303).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (364).

Richmond, Evening Item. Sworn dy. av. for 1902, 8,124 Same for August, 1903, 5,237.

South Bend, Tribune. Sworn daily average 1902, 4,861 (367). Sworn av. for August, 5,718.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (383).

Burlington, Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,515 (385). June 30, 1903, 7,018.

Citation, Advertiser, daily. Fay Bros., publishers. Average for 1902, 16,228 (289). Accorded largest daily circulation in Eastern Iowa.

Davenport, Times. Dy. av. 1902 6,832, s.-wy. 1,527 (392). Dy. av. August, 1903, 6,887. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (390). Average for June, 1903, 31,011.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (394).

Des Moines, News, daily. Av. 1902, 37,118 (393). Average for July, 1903, 42,828.

Muscatine, Journal, dy. av. 1902 8,712, s.-wy. 2,711 (315). Dy. av. first 6 months 1903 4,188.

Ottumwa, Courier, dy. av. '02 4,491, s.-wy. 6,984 (319). First 6 mos. 1903, dy. 4,577, s.-wy. 7,291.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 496, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 8,681 (322).

Sioux City, Journal. Dy. av. for first 6 mos. of 1903 (sworn) 19,812; dy. av. for Aug. 19,698. Records always open. The undisputed leader in its big, virgin field. 1902 average 16,968 (324).

KANSAS.

Atchison, Globe daily. E. W. Howe. (324). Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (343).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,920 (346). E. Katz, N. Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,116 (362).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

Lexington, Leader. Av. for 1902, d'y 5,738, w'y 2,806, s'y 4,008 (373). E. Katz, S. A., N. Y.

Paducah, Sun, daily. Sun Publishing Co. Average for year ending June, 1902, 1,704 (378). Daily average for July, 1903, 2,114.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for year ending June, 1902, 16,259 (387). Official journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mfr., w'y. In 1903 no issue less than 3,000 (387).

The Southern Buck, official organ of Elkdom in Louisiana and Mississippi. Av. '02, 2,866 (388).

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,133 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (393).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,533 (402).

MASSACHUSETTS.

Boston, Evening Transcript (394) (412) Boston's tea table paper. Largest amount of week-day adv.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (413-415). First 6 mos. 1903, dy. 195,747, Sy. 296,329. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,580 (430).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (395).

Boston, Post, dy. Average for 1902, 174,173 (415). Av. for Aug., 1903, dy. 187,744, Sy. 169,520. Largest p.m. or a.m. sale in New England.

Danvers, Red Men's Official Journal, monthly. Andrew H. Paton, pub. Average 1902, 2,750 (425). Only official paper for 320,000 members.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (426).

Gloucester, Daily Times. Average for 1902, 6,247 (427). First seven months 1903, 6,629.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (428).

Salem, Little Folks, mo., juvenile. S. E. Casino. Average for 1902, 75,550 (434).

Springfield, Good Housekeeping, mo. Av. for 1902, 102,666 (435). For year end. April, 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,276 (440). Av. first 6 mths. in 1903, 2,582.

A Roll of Honor—Continued.

Detroit. Free Press. Average for 1902, daily 41,952, Sunday 51,260 (456).

Detroit. Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids. Evening Press, dv. Average for 1902, 85,216 (456). First 8 mos., 1903, 86,184.

Grand Rapids. Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456). Only morning and only Sunday paper in city of 100,000. Average daily issue first eight months this year, 20,966. Advertising rate, 2½ cents per square line week—will be increased January, 1904.

Jackson. Press and Patriot. Daily average 1902 5,082 (461); for July and Aug., 1903, 5,844.

Kalamazoo. Evening Telegraph. Actual average for 1902, daily 7,405, semi-weekly 7,579 (463). First five months of 1903, daily 8,509, semi-weekly 8,540.

Saginaw. Evening News, daily. Average or 1902, 9,843 (473). Aug., 1903, daily 11,406.

Saranac. Advertiser, weekly. H. T. Johnson. No issue in 1902 less than 2,000 (474).

MINNESOTA.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1902, 62,208 (496). Actual average July-October, 1903, 74,888.

Minneapolis. Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis. Journal, daily. Journal Printing Co. For 1902, 54,628 (495).

Minneapolis. N. W. Agriculturist, s.-mo. Feb., '03, 75,168 (498). 75,000 guar'd. 35c. square line.

Northwestern Miller. weekly. Miller Publishing Co. Average for 1902, 4,200 (497).

Minneapolis. Svenska Amerikanska Posten, weekly. Average for 1902, 47,075 (497).

Minneapolis Tribune. W. J. Murphy, pub. Average for 1902, daily, 66,872 (496); Sunday, 56,850. Six months to Sept. 1st, 1903: Daily 71,659, Sunday 40,602. Est. 1867. The only Minneapolis daily listed in the American Newspaper Directory that publishes its circulation down to date in ROLL OF HONOR, or elsewhere. Advertisements go in both morning and evening editions for one price. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by the Directory.

Minneapolis. Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul. Dispatch, dv. Av. 1902, 49,052 (506). Present av. 55,181. ST. PAUL'S LEADING NEWSPAPER.

St. Paul. News, dv. Av. 1902, 50,619 (505). First 6 mos. 1903, av. 52,787.

St. Paul. Pioneer-Press. Daily average for 1902 54,151, Sunday 50,986 (506).

Winona. Republican and Herald, daily. Average 1902, 5,202 (512). Av. past 6 months, 4,007.

MISSOURI.

Carthage. Press. Daily average for 1902, 1,411, weekly 2,820 (530). W. J. Sewall, pub.

Joplin. Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City. Journal, dv. and w. y. Average for 1902, daily 56,276, weekly 161,109 (543).

Kansas City. Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (545). Av. 6 mos. '03, 9,895.

Kansas City. World, daily. Av. 1902, 62,978 (542). First 6 mos. 1903, 61,635.

Mexico. American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,882 (549). Actual aver. May, June, July, 1903, 15,667.

St. Joseph. Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph. 300 S. 7th St. Western Fruit Grower, m'y. Av. for 1902, 25,287 (567). Rate 15c. per line. Circulation 20,000 copies guarant'd.

St. Louis. Medical Brief, mo. J. J. Lawrence, A.M.M.D., ed. and pub. Av. for 1902, 55,058 (563).

St. Louis. The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,858. Actual proven average for first 9 mos. in 1903, 1,115,769. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda. Standard. Daily average for 1902 11,204 (572). MONTANA'S BEST NEWSPAPER.

Butte. Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena. Record, evening. Record Publishing Co. Average for 1902, 7,074 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly (560). Av. for year end, April 30, 1903, 144,554.

Lincoln. Freie Presse, weekly (560). Average for year ending April 30, 1903, 144,554.

Omaha. Den Danske Pioneer, w. y. Sophus F. Neble Pub. Co. Average for 1902, 28,478 (594).

Omaha. News, daily. Av. for 1902, 22,777 (594). First 6 mos. 1903, av. 20,068.

NEW HAMPSHIRE.

Manchester. News, daily. Herb. N. Davison. Average for 1902, 7,500 (609).

Leith & Stuart, N. Y. Rep., 130 Nassau St.

NEW JERSEY.

Asbury Park. Press dv. J. L. Kinmonth, pub. Act. av. year end, July 31, '03, 2,702. In '02, 2,556.

Elizabeth. Evening Times. Sworn aver. 1902, 3,885 (616). 6 mos. 1903, 4,228.

Elmer. Times, weekly. S. P. Foster. Average for 1902, 2,085 (616).

Jersey City. Evening Journal, dv. Average for 1902, 17,552 (619). 1st 6 mos. 1903, 18,407.

Jersey City. Sunshine, mo. J. W. Floridy. Av. for year ending Jan., 1903, 84,600 (496).

Newark. Evening News. Evening News Pub. Co. Av. for 1902, dv. 50,406, ny. 15,915 (621).

Newmarket. Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

Plainfield. Daily Press. A. L. Force, publisher. Actual average for 1902 2,522 (625).

NEW YORK.

Albany. Journal, evening. Journal Co. Av. average 1902, 16,109 (634); present, 18,897.

Albany. Times-Union, every evening. Establ. 1856. Average for 1902, 25,204 (636).

Binghamton. Evening Herald, daily. Evening Herald Co. Average for 1902, 10,391 (638).

Buffalo. Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,812, evening 20,401 (641).

Corning. Evening Leader, daily. Average for 1902, 4,064 (647). First half 1903, 5,225.

Elmira. Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 130 Nassau St.



A Roll of Honor—Continued.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, \$116 (666). *Av. for Aug. 1903, 4,281. Leith & Stuart, N.Y. Rep., 150 Nassau St.*

Newburgh, News, dy. Av. for 1902, 4,257 (666). *Guaranteed by affidavit or personal investigation.*

New York City.

American Engineer, my. R. M. von Arsdale, pub. Av. 1902, 5,816 (681). *Ten mos. '03, 5,745.*

American Machinist, w'y. machine construc. (Also European ed.) Av. 1902, 18,561 (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 5,750 (666).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, 3,048 (636). *Average for first six months end. July 31, 1903, 4,416.*

Benziger's Magazine, family monthly. Benziger Bros. Average for 1902, 28,479 (636).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,555 (637).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,555 (637).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,844 (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,000 (638). *Act. av. circ'n for 6 months ending June, 1903, 876,937.*

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (674).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,609, (674).

Forward, daily. Forward Association. Average for 1902, 51,709 (637).

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1902, 204,621 (600). *Present average, 220,100 copies per month.*

Hardware, semi-monthly. Average for 1902, 8,402 (633); *first half 1903, 9,362.*

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,225 (638).

Muscle Trade Review, music trade and art weekly. Aver. for 1902, 5,452 (677).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (679).

Pocket List of Railroad Officials, qly. Railr'rs & Transp. Av. '02, 17,696 (703); *av. '03, 17,992.*

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 2,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Kowell. Est. 1888. Average for 1902, 18,937 (679).

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (672) (630).

The Central Station, monthly. H. C. Cushing Jr. Av. for year ending May, 1902, 5,435 (637).

The Iron Age, weekly, established 1855 (660) (676). *For more than a generation the leading publication in the hardware, iron, machinery and metal trades.*

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:



"Awarded November 30, 1901, by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (660).

Wilshire's Magazine. Gaylord Wilshire, ed., 122 E. 24 St. Act. av. ending Sept., 1902, 46,040 (1083). *Actual av. first eight mos., 1903, 106,525.*

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); *4 years' average, 20,186.*

Schenectady, Gazette, daily. A. N. Ilecty. Average for 1902, 9,097 (718). *Average for the month of August, 1903, 12,011.*

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (725).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 3,458 (726).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,132 (730).

NORTH CAROLINA

Lexington, Dispatch, w'y. In 1902 no issue less than 5,000 (735). *Aver. first 8 mos. 1903, 6,800.*

NORTH DAKOTA

Grand Forks, Norman, weekly. Norman: Pub. Co. Average for 1902, 4,849 (744).

Ferald, dy. Av. for '02, 4,759 (744). *For yr. end. July, '03, 5,225. La Cote & Maxwell, N. Y. Rep.*

OHIO.

Ashland, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (735).

Cincinnati, Enquirer, Established 1842. Daily (660), Sunday (660) (761). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo. P. onog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Bighlands. Av. for 1902, 2,584 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. *Act. aver. for 1902, 143,018 (761). Act. aver. for first six months 1903, 147,601.*

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year end. Sept., 1902, 11,875 (768).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,958 (771).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,520 (775).

Springfield, Farm and Fivside, agricultural, semi-monthly, est. 1877. Actual average for 1902, 511,220 (800). *Actual average for first six months, 1903, 540,375.*

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, 262,666 (800). *Actual average for first six months, 1903, 285,166.*

Toledo, Medical and Surgical Reporter, mo. Actual average 1902, 10,917 (802).

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and w'y. Average for 1902, dy. 18,806, w'y. 21,222 (313).

OREGON.

Portland, Evening Telegram, dy. (ex. Sun). *Sworn cir. '03 (2 mos.), 17,225. In '02, 16,966 (224).*

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 5,508; first 3 mos. 1903, 4,912.

Portland, Washington Advocate, mo. Order of Washington, pub. Av. for 1902, 6,040 (226).

A Roll of Honor—Continued.

PENNSYLVANIA.

Hellefonte, Centre Democrat, wy. Average for 1902, 8,850 (838). First six months 1902, 8,750.

Erle, Times, daily. Average for 1902, 10,645 (843). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year end. Feb., '06, less 7,500 (847). Sworn av. year end. July, '05, 9,429. Shannon, 180 Nassau, N. Y.

Philadelphia, American Medicine, wy. Av. for 1902, 10,837 (865). Av. March, 1902, 16,827.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 5,28,127 (872). *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink' 'The Little Schoolmaster' in the art of 'Advertising to the Farm Journal.' After canvassing 'of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (C) (865).

Philadelphia, Reformed Church Messenger, wy. 1306 Arch st. Average for 1902, 8,574 (868).

Philadelphia, Sunday School Times, weekly. Average for 1902, 161,215 (869). Average to July 1, 1902, 102,057. Religious Press Assn., Phila.

Philadelphia, The Evening Bulletin, d. ex S. Average for 1902, sworn, 126,459 (854) copies daily, net paid. Average for first six months of 1902, sworn statement, 141,106 copies per day, net paid. The Bulletin's circulation figures are not all damaged, would, returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The Bulletin goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN.

Pittsburg, Chronicle-Telegraph. Aver., 1902, 67,842 (870). Sworn statement on application.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,220 (876). Sworn statement on application.

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 59,571 (876). Average first six months 1902, 64,871.

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (880).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (882). Average for May, 1902, 8,872.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (C) (896). Sunday 18,281 (C) (896). Evening Bulletin 27,531, average 1902. Providence Journal Co., puba.

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1902, 6,200 copies.

SOUTH DAKOTA.

Siox Falls, Argus Leader, Tomlinson & Day, publishers. Actual daily average for 1902, 5,810 (915). Sworn average for August, 1902, 9,437.

TENNESSEE.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,550 (922). First 6 mos. 1902, 1,425.

Knoxville, Sentinel, daily. Average 1902, 7,701 (925). Average six months 1902, 9,810.

Memphis, Commercial Appeal, daily. Sunday and weekly. Average, 1902, daily 27,506, Sunday 84,910, weekly 74,218 (927).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,075 (929). Av. for June, 1903, 19,556. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 8,245 (946). E. Katz, Special Agent, New York.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1902, 1,229 (954).

Paris, Advocate, dy. W. N. Furey, pub. 1902 no issue less than 1,150 (960). May, 1902, 1,257.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1902, 2,254 (974). First six months 1902, 2,532.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,098 (963). Aug., 1902, 8,493.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,556 (909).

Tacoma, Daily News, dy. Daily News Pub. Co. Av. 1902, 12,659 (1,900). Saturday issue 18,008.

Tacoma, Ledger. Dy. av. 1902, 16,986; Sy., 14,195; wy., 7,414 (1001). Av. 7 mos. 1902 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. S. C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,804 (1002).

Wheeling, News, d'y and Sy. News Pub. Co. Average for 1902, d'y 8,026, Sy 8,505 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1026).

Milwaukee, Evening Wisconsin, daily. Frg. Wisconsin Co. Av. for 1902, 29,742 (C) (1029).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1029). Aug., 24,286.

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1030). First 4 mos. 1902, 6,270.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1902, 3,706.

Wisconsin, Agriculturist, w'y. Av. for 1902, 27,515 (1030). For yr. edg. July 31, 1902, 20,200.

Wausau, Post, weekly. Post Publishing Co. Average for 1902, 2,588 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,987 (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 5,574 (1051).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German weekly. Average for 1902, 8,161. 1st 9 mos., 1902, 9,106.

A Roll of Honor—Continued.

Winnipeg, Free Press, daily and weekly. Average for 1902, daily 15,841, weekly 10,674 (1904). *Daily, first six months 1903, 17,429.*

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,881 (1900).

ONTARIO, CAN.


Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1907).


Toronto, Star, daily. Average for 1902, 14,161 (1904). *First six months 1903, 20,096.*


QUEBEC, CAN.


Montreal, La Presse. Trefle Berthiaume, publisher. Actual average 1902, daily 70,420. Average to Sept. 1st, 1903, 75,075 (1903).


Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,419 (1903). *Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.*

 No Amount of Money

 can buy a place in this

 list for a paper

 not having the

 requisite qualification.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special conditions at terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. SEARS, 50-52 LUDGATE HILL, E.C.

NEW YORK, OCT. 7, 1903.

"It all depends on where you sit now your photograph is going to look." The career of a young man in business depends a great deal upon where he sits—what department of that business he works in. For example, the credit man of a large concern may learn intimately the financial standing of his own firm's customers and everybody in the trade, yet after ten or twenty years or thirty years he may know nothing about selling goods, or making them, or about raw materials, or the public's requirements. His is comparatively a narrow outlook. He deals with an important detail of the business, but it is still only a detail.

* * *

Some departments, on the contrary, give a comprehensive outlook upon the whole field. Selling goods gives a young man a large view, for he must know something about credits, manufacturing, cost, prices, customers' tastes, and so forth. There are other departments that enable a man with good vision to "see things whole." The broadest view of all comes to a young man in the advertising department. Successful direction of a firm's publicity implies not only a knowledge of every detail, from raw material to the product sold and shipped, but of every competitor's business and many coeval lines as well. An advertising manager who does not belie the title ought to be more competent than any

one else to take the supervision of any given department, for he must know more than any one else about each one.

* * *

Study of any business from the standpoint of its advertising gives the quickest, truest insight into that business, and into all business. If a young business man be not so fortunate as to hold a position in an advertising department, he can obtain such an insight into many different lines of trade by reading the matter published weekly in PRINTERS' INK concerning advertising, business conditions and commercial generalship. PRINTERS' INK has been a stepping stone to many such young men. The superintendent of one of the largest stores in Sixth avenue, New York, began his career by reading PRINTERS' INK, rising to advertising, advertising management and other posts that led to his present position and salary. One of the shrewdest advertising counsellors in New York, formerly advertising manager for two great manufacturing concerns, began the same way, as did the man who built up a certain New York daily after it had been abandoned by its proprietor as unprofitable. Many other men have dated their real progress in life from the time they first ran across a copy of PRINTERS' INK. The Little Schoolmaster was first to sound the optimistic note in business—first to show young men the real opportunities existing and combat the false doctrine that "this is an age of competition, and opportunities are few." Other journals have come into this field—*Success* and the *Saturday Evening Post* are examples—but PRINTERS' INK is still the most definite and practical. It indicates direct paths. Through its practical, first-hand treatment of advertising methods it gives a direct outlook into the whole field of business. A young man of application and common sense who reads PRINTERS' INK a year will not only have his view broadened, but will acquire knowledge that will enable him to make the most of every opportunity that comes

his way, either in his present calling or a new one. Furthermore, he will learn something about the great art of making opportunities.

THE good advertiser is ever ambitious to do better advertising.

ADVERTISING none but articles that meet a growing demand is essential to success.

It costs money to advertise—it costs a darned sight more to stagnate.—*Anco Special.*

KENDALL B. CRESSEY has resigned as advertising manager of the Philadelphia Press.

THE majority of people are honest. Not from mere policy, but from the moral comfort honesty assures.

MR. G. M. ADAMS, formerly manager of outdoor advertising for the Mahin Advertising Co., of Chicago, has lately accepted through Hapgoods, of the Monadnock Building, Chicago, a position in the advertising department of the Shaw-Walker Co.

How Not is as important as How. For every effective method known to an experienced advertiser he has knowledge of at least two methods that must be scrupulously avoided, and these have often cost him most and are of the greatest value to him.

GARRETT P. HYNSON, who was the founder of the Hynson Press, in Pitkin Lane, New Haven, Conn., has sold his interests in that concern and accepted a position with the Ben B. Hampton Advertising Agency, 7 West Twenty-second street, New York City.

MR. ROBERT S. JONES, business manager of the Marion, Ind., *Daily Leader*, entered his excellent paper in the Roll of Honor the past week. Mr. Jones is a bright young man of the sort which PRINTERS' INK likes to come in contact with, and the *Leader* is a paper which advertisers will do well to keep in their mind.

LOYALTY and duty well performed have their own reward. They seem to lift the worker's burden and expand his abilities to do. They add strength to the mind and improve physical condition by reflex action. They build character.

THERE are as many chances to make money through judicious advertising as there ever were—as a matter of fact there are more. There are more chances to lose money by bad or illy planned advertising than at any previous time—that's a fact, too.

IF your business has attained a comfortable growth, unload details to worthy employees and then create the necessary leisure for yourself to work out schemes for important improvements and new channels of development. Trust implicitly where confidence is well bestowed, but the best you know keep for yourself.

THE ninth year of the Sphinx Club opens with the annual election and the fifty-eighth dinner in the East Room of the Waldorf-Astoria, Wednesday, October 14, 1903, at 7 p. m. Mr. C. W. Post, of Battle Creek, Mich., will address the members upon the subject of "The Preliminary Training of an Advertising Man."

THE North American Advertising Company, 100 William street, New York, makes the following announcement:

MR. F. James Gibson has consented to act as one of our directors and the secretary of the company. He will give his entire time to the business, paying special attention to securing new advertising accounts.

MR. W. H. PORTERFIELD, manager of the Scripps Pacific coast papers, viz., Los Angeles *Record*, Seattle *Star*, Spokane *Press*, San Diego *Sun* and San Francisco *News*, called upon the Little Schoolmaster. Mr. Porterfield has opened an office as Eastern representative of the above list at 53 Tribune Building, New York. The San Diego *Sun* is a member of the Roll of Honor.

MR. JOHN M. LYNCH, who for nine years has been associated with the Butterick Publishing Company under John Adams Thayer and Thomas Balmer, has resigned as chief assistant to Mr. Balmer. It is said that he has under consideration several propositions, made to him when the news of his entertaining the idea of seeking a wider field became known.

"No physician can afford to be indifferent regarding the accurate filling of his prescription" is the phrase printed at the bottom of each page of advertising in the *Medical Bulletin*, Philadelphia. This would appear to be more effective than several editorials on the subject of substitution, and the idea could easily be adopted by journals of more general scope.

MR. EDGAR W. COLEMAN, publisher of the Milwaukee, Wis., *Herold*, offers a prize of one hundred dollars cash for the best design submitted that will typify the "Banner Year" upon which the *Herold* has just entered. The half-page ad of the *Herold* elsewhere in this issue will be of special interest to artists and designers. The competition closes on November 10, 1903.

THE Sunday editions of the New York *Sun* and the Saturday issues of the *Evening Post*, if folded so that the pages were about seven by ten inches, and fitted with covers, could be sold for ten-cent magazines, in the opinion of a correspondent of the latter paper. In quality and quantity of contents he regards them as superior to most magazines that are sold for a dime.

MR. R. J. SHANNON, special representative, 150 Nassau street, New York, has added the Jackson, Mich., *Evening Press* and *Morning Patriot* to the Roll of Honor. Mr. Milo W. Whittaker, general manager of these papers, told the Little Schoolmaster a singular and interesting story about the situation in Jackson, and PRINTERS' INK was favorably impressed with the facts he presented.

LOVE and capacity for hard, continuous work are the greatest benefactors for those who possess the two qualities.

AN energetic real estate dealer erected a monster sign on the meadow lands of New Jersey last summer, according to the *Sun*. During a lively hurricane that blew in from the ocean one autumn day the underpinning gave way and it was carried two miles down the coast, landing against a pile of wreckage in the depths of Jamaica Bay, where it announced "Choice Lots for Sale at This Point."

"THE Rural Telephone" is a complete monograph on its subject, giving directions for organizing a farmers' company, describing every detail of a successful system and indicating how such an enterprise may be conducted so as to avoid pitfalls into which predecessors have fallen. It is published by the North Electric Co., Cleveland, Ohio, and magnificently printed on stippled paper. Imprint of Corday & Gross, Cleveland.

RATE cutting came in for attention at the convention of the National Wholesale Druggists' Association in Boston, and the organization promised support to retailers in maintaining prices. A plan of direct contracts and serial numbering of preparations was recommended, and the association agreed to help manufacturers of proprietaries maintain such a system provided any extra expense involved be defrayed by the latter.

THE "Force" Food Company has decided upon one of the most extensive campaigns of advertising in the magazines ever inaugurated, and the first advertisements appear in the November numbers. Full pages are used in the *Ladies' Home Journal*, *Delineator* and all the large women's papers, and four pages and two page inserts and single page advertisements in all the principal magazines. The November orders aggregate about fifty pages. The business is going out through the Frank Presbrey Agency.

THE *American Boy*, Detroit, Mich., is to run full-page ads in the *Ladies' Home Journal*, *Delinicator*, *Saturday Evening Post*, *Success*, *Christian Herald*, *Young People's Weekly* and other mediums of extensive circulation.

THE *Evening Telegraph*, Kalamazoo, Mich., is one of the recent additions to the Roll of Honor. It is asserted that its circulation for the first five months of 1903 averaged 8,309 daily, with 8,340 average per issue for the semi-weekly *Telegraph*. In a circular from the publishers it is said that the daily issue covers Kalamazoo and sixty nearby towns and villages, while the semi-weekly paper reaches every important town in ten counties. A new five-story home is being erected for these papers, and they will be installed before Christmas.

THE demand for the Little Journeys of Dr. Krackowitzer, the Elbert Hubbard of the Milwaukee *Sentinel*, has grown so great and formidable that a monthly magazine called *Advertising* is to be issued by that paper. The first issue appears in October, and contains selections from the *Sentinel's* Chit Chat department, with special advertising articles from the Sunday editions. Names will be inscribed on the Great Roster at ten cents per name, which seems a very reasonable price. A limited amount of advertising will also be accepted.

THE United States is a very large importer of cream of tartar, which is made in Europe from the lees and argols of grape juice. California grape production has advanced to a point where raisins and wine cannot be shipped profitably. The American Grape Acid Association, of San Francisco, offers \$25,000 to the person who devises a process or formula for turning California grapes into cream of tartar, the association to have the right to use said process. Securities to this amount have been deposited with a San Francisco bank, and the offer holds good until the end of 1904.

MR. EDGAR W. COLEMAN, president of the Herold Company, Milwaukee, Wis., wired the Little Schoolmaster on September 22 that the *Herold* was entering on that day upon its fiftieth year. Mr. Coleman says that he is not going to get out a special edition at the expense of the advertiser to commemorate the anniversary day. Instead of that he's going to make this "the banner year, giving full value for money spent, because the *Herold* is delivered and paid for at more Milwaukee homes than any other morning or evening newspaper."

REV. WASHINGTON H. GLADDEN, president of the Pittsburg conference of the Methodist Episcopal Church, has been compelled to advertise for clergymen, so scarce have they become in that denomination. An ad in the *Methodist Recorder* states that there are openings for three or four ministers, but that those applying for charges must have small families or none, and must also be able to furnish a horse. He also says that successful applicants must be less than fifty years of age, willing to work for \$400 to \$500 a year and probably a parsonage. The average salary of pastors in the Pittsburg conference is \$925 a year, with an upward tendency.

IN November a meeting of the Four-States Immigration League will be held in New Orleans to discuss ways of promoting immigration to the Southern States that compose the organization—Texas, Louisiana, Mississippi and Alabama. Representatives of seventy-five boards of trade and other commercial organizations in this territory will be present, bringing data regarding the resources of their communities. It is expected that the meeting will result in an appropriation of not less than \$50,000 for advertising these States in ways that will interest farmers, manufacturers and merchants, inducing them to take up residence in the South. The president of the league is A. F. Thomasson, cashier of the First National Bank, Hattiesburg, Miss.

A GOOD example is contagious. If love for work and faithful performance radiate from you, only the unworthy fail to observe it.

By way of catering to the immense farming communities in which outside circulation must be built up, the *Chicago Tribune* is to publish an agricultural department in each Saturday issue. The editorial chair is to be taken by a scientific agriculturist who owns several profitable farms, conducting them as practical experiment stations. Chicago papers have long had a sort of news-stand circulation as far west as central Nebraska. Morning papers reach thus far by nine o'clock in the evening, giving readers in these towns time to peruse them before going to bed. A new factor is the rural free delivery, which widens the scope of city dailies. There is every evidence that papers in cities like Chicago, adjacent to the great agricultural States, will make distinctive changes in their editorial policy to meet new conditions that are arising.

AN active pupil of the Little Schoolmaster had before him the other day a number of the monthly magazines, and he was contemplating with interest the ideas and ingenuity expressed in the covers of the divers publications. He had read the *Cosmopolitan* for years, but never before did he notice the sentence which runs downwards on the extreme left of the cover. Have many people noticed it and tried to read the rather difficult hieroglyphics? It strikes the writer as a rather weak sentence cleverly hidden. *Everybody's*, *Ainslee's*, *Scribner's* and *Pearson's* for October have beautiful and striking covers. An appropriate cover is an advertisement in itself, while the improved style of *Leslie's Monthly* forms a valuable trademark. The same may be said of *Munsey's*. The Little Schoolmaster would like to give this matter some attention, and if publishers of magazines will submit to him advance proofs of covers he may decide sometimes to reproduce the same in his columns.

THE Commercial Club, of Fort Dodge, Iowa, recently chartered a train on the Chicago Great Western and sent out a commission of wholesalers and manufacturers, distributing literature to business men within 100 miles. From a circular used in this campaign, compiled by James E. Downing, of the Fort Dodge *Messenger*, it appears that the city has the largest shoe factory in Iowa, the largest paint factory in the State, the largest gypsum mill in the United States, the largest pottery in Iowa and the third largest trade in agricultural implements, besides fifty wholesalers and manufacturers. The city is prepared to take orders for stucco, brick, tile, stoneware, rolled oats, mixed feed, cooperage, paint, automobiles, implements, buggies, wagons, mill work, coal, cigars and tobacco, groceries, mattresses, spring beds, hardware, drugs, lumber, flour, beer, candy, building stone, plumbing and engine supplies, baked goods, work cloths, gents' furnishings, brooms, furniture and house furnishings.

THREE booklets in a box come from the Kaufman Advertising Agency, 377 Broadway, New York. The most imposing is one of forty pages, bound in flexible leather and satin, describing the agency's service and showing half-tone views of the various departments. An improvement might have been made by taking the photographs while employees were at work. The deserted rooms give the impression that everybody has gone to lunch. In every advertising agency there are persons who really adorn a photograph, and the human note in such pictures adds to their effectiveness. A second brochure on imitation birch bark deals with the advantages of marketing a manufacturer's product through trade marks and general advertising, while the third tells of the agency's printing office, which is responsible for the mechanical work of all three booklets. In two years the Kaufman concern has grown from a single room to the occupation of a whole floor in a large office building.

BIG words usually make an advertisement very little in the public estimation.

THE difference between good advertising and poor advertising is in the returns.

THE foreign commerce of the United States in the fiscal year just ended is larger than in any preceding year in its history. The total of imports and exports, as shown by the Department of Commerce through its Bureau of Statistics, is, for the year 1903, \$2,445,610,417, against \$2,310,937,156 in the year 1900, which was considered the banner year prior to 1903. Imports are larger than in any preceding year, and exports are larger than in any preceding year save in the exceptional year 1901.

"ADVERTISING" is a finely printed booklet from the International Correspondence Schools, Scranton, Pa., containing reproductions of ads that have appeared recently in the magazines and outlining the courses of advertising instruction offered by the institution. The International Correspondence Schools grew out of a need among Pennsylvania miners for special education that would help them pass the mine law examinations, it is said. This created a demand for a correspondence course in coal mining, which was started in 1891 by T. J. Foster, then editor of *Mines and Minerals*; and now president of the school. Other courses to the number of 150 have been added, and the institution has enrolled more than 600,000 students in the past twelve years. The schools are owned by the International Textbook Company, capitalized at \$3,000,000. Over four hundred instructors are occupied in writing and revising instruction papers, and in correcting the work of students. The various publications for the schools are protected by a total of five thousand copyrights. Twenty buildings in Scranton, including two erected expressly for correspondence instruction at a cost of \$250,000, are occupied, in whole or in part. A new building, to cost \$600,000, is nearing completion.

THE Lewiston, Me., *Evening Journal* (●●) is probably a daily which combines more excellence in make-up and influence in its sphere than any other Maine daily. Splendid in typography and half-tones, perfect in news service arrangements, national, State and local, and published every evening practically in the centre of two thriving cities, the *Journal* is a paper which no prudent advertiser passes by, despite its rather stiff rates. The late ex-Governor and afterwards Congressman Nelson Dingley brought this paper to its present prominence and success as a commercial proposition through his plan of having in every city and town of the State a correspondent of ability. The *Journal* is a member of the Roll of Honor.

ONE of the syndicates in New York that supply matter to out-of-town dailies is the Cosmographic, conducted by Manning & Minton, 1 Broadway. Most syndicates furnish general matter of slight news value—Sunday articles, stories, verse, pictures and so forth. The Cosmographic follows news lines closely, furnishing a service between the other syndicates and the Associated Press reports. Whenever there is a society sensation, a big criminal trial, a foreign complication, an interesting problem at Washington or any other news event of national importance, the concern secures special articles on the subject, in some instances paying those who have special knowledge a considerable price for an interview or article. Part of the strength of such journals as the *New York Sun* and *London Times* lies in their facilities for getting opinions and special articles from men outside the newspaper profession. The Cosmographic furnishes such a service to dailies all over the country, putting at their disposal the facilities to be found in New York, Washington and other great news centres. The service has been conducted five years by men who were formerly with the *New York Herald*, and about ninety dailies are supplied with the Cosmographic matter.

YOUNG advertisers are often discouraged because barrels of money don't come in as fast as they expect. If a new proposition shows healthy progress, however slow, be satisfied. Building business through advertising requires nerve, faith and perseverance. And the latter two are the greater qualities.

A TRADE journal publisher who went to London this summer says that American engineering and machinery journals are beginning to take hold in Great Britain, particularly those that deal with special fields. The two leading papers of England are *Engineering* and the *Engineer*. They are conducted along old-fashioned lines, and treat every phase of engineering, bridge construction, locomotive building, machinery and the iron trade. They have a wide circulation, but some of the more progressive American specialty journals, treating a single phase of these large subjects, are now in demand, as England is interested in American mechanical affairs. The *Electrical World and Engineer*, *Electrical Review*, *Power*, *American Machinist* and *Iron Age* are extensively circulated. The British mechanic is not so good a reader as the American mechanic, and these papers are taken chiefly by superintendents, foremen and the overseeing classes. The circulation therefore represents a higher buying power than so much circulation in this country. Some of these publications have agents in progressive shops, and there is a ready interest in the advertising of American manufacturers, from which as much is often learned as from the articles in the publications themselves. Another feature noted by this informant was the surprising number of general publications for women. In the Strand, London, are the publication offices of at least twenty-five women's magazines, and in good homes it is not unusual to see a half-dozen handsomely printed monthlies devoted to the household, gardening and dress. In comparison the field for women's publications in this country has been only partly developed.

LIGHT is thrown on the Texas oil fields by ex-Judge W. W. Walling, of San Antonio, and the views he expresses can hardly be comforting to those who have put their savings into oil companies promoted by sensational advertising. He recently said to the New York *Evening Post*:

Although there has been a great development of oil fields in Texas of late years, much of the matter published concerning them has been misleading, grossly exaggerated and erroneous. I can assure you the Texan who has a little money to invest does not put it in any oil company in Texas; there are less risky investments. Now, if the man on the spot does not think it good enough to put his money in, it should teach Northern and Eastern investors to look into all oil propositions carefully. Some of the best fairy tales written may be found in the prospectuses and advertisements of the so-called oil companies of Texas. The capital stock of these companies ranged from \$10,000 to \$1,000,000. Dividends of extraordinary character were promised. The "oil fields" represented by these companies in many cases were limited to patches of ground, sometimes less than half an acre. The last thing a Texan wants to hold is an "oil field." He seeks to get rid of it as soon as possible. He does not look upon oil wells as permanent securities. They are "undigested securities" to him. The pity of all this oil boom has been that the small capitalist has been persuaded to take his savings from the security of the savings banks all over the country and to invest this hard-earned money in oil shares. Many of them will get nothing in return; they have been "buncoed." There are many investors of this character to whom the sad news has not yet been told; they think the companies into which they put their money are still operating. It will be well for these to make inquiry of the Secretary of State of Texas. On the first day of May last scores of Texan oil companies had their charters forfeited on account of failure to pay the franchise tax. Some of these companies were capitalized at a million dollars, and yet had not enough money in the treasury to pay the small tax required. How the capital had been spent I do not know; I much doubt if the stockholders will ever know. The day of reckoning for some of the Texan oil companies is approaching, and on its arrival there will be interesting disclosures. There is oil in Texas—yes; there may continue to be for some time, but I am inclined to the belief that most of the Texan fields will soon be things of the past. The Standard Oil Company's agents have gone thoroughly over the field, and they probably know more about the oil-bearing properties in Texas than any one else. I understand they consider the Texas situation as ephemeral. It would not at all surprise me within a short time to see the Standard leave Texas as active operators, because the oil has been practically exhausted.

It will be noticed by a perusal of the head of the editorial page that the managing editor of PRINTERS' INK now also performs the functions of business manager of the paper. All communications and remittances should be directed accordingly.

A WELL-PLANNED mail campaign was lately conducted by the Buckeye Electric Company, Cleveland, Ohio. Six fine little booklets describing stages in the making of incandescent lamps were mailed to 12,000 dealers and large consumers. The first brochure was entitled "Filaments," and told of the development of the slender carbon thread from Edison's bamboo slips to the present filament, which is of cellulose. Attached to the pages were specimens of baked and unbaked filament. The next booklet told about the stem to which the filaments are attached, the third dealt with the glass bulb, the fourth with the process of exhausting the air from the completed lamps, and the fifth treated the method of testing the lamps with current, or "photo-metering," as it is called. The last booklet dealt with final inspection and packing. The story thus told was concise, interesting and out of the ordinary, and every word led up to selling goods. The success of the campaign was greater than the company expected, as many people never reached before sent inquiries for prices and in a good many cases orders resulted.

A RECENT development perfected by the Sperry & Hutchinson Co., in the use of their Green Trading Stamps, demonstrates that there may yet be unknown ways in which they can be employed to bring business which might otherwise be scattered, or money which indeed might not be spent at all, to the store thus putting them to use. Whether the use of trading stamps is or is not a good thing, may be open to question, but of the ingenuity of this latest phase there can be no doubt. It consists of using them as bands or "collars" around cigars. Thus a certain brand of five-cent straight cigars has been put on the market for this special purpose. These have appropriately been given the name of "Green Trading Stamps." Each individual cigar bears a band which is an exact fac-simile in miniature of the regular trading stamp. To enhance the sale of the cigars, however, each stamp credits the buyer with a ten-cent purchase—double what he has paid. In the stores regularly using the stamps a feature has been made of occasionally allowing the customer the advantage of these double credits on purchases, but on these cigars they are always given it. These stamps are redeemable, just as all others are, at all of the Sperry & Hutchinson distributing depots, for anything the fancy of the holder of the stamps may desire, which they may have on their lists and for which the holder may present a sufficient number of stamps. The distributors of these cigars are Austin, Nichols & Co., of New York.

Outside Man Wanted.

The leading advertising journal in the United States wants an outside man to solicit business on commission. From able young men—preferably of such who have experience and a good knowledge of the New York local field—applications are desired. Good education, gentlemanly appearance and conduct, the ability and willingness to learn and to execute the spirit of given instructions, are some of the necessary requirements. State age, experience and other details to A. A. A., care PRINTERS' INK, 10 Spruce Street, New York City.

THE forces of the Butterick Trio and the Ayer agency have combined to conduct an aggressive campaign among the textile manufacturers of Philadelphia, following Thomas Balmer's plans for developing publicity in this great untouched field. Mr. Balmer's office is to do most of the soliciting, while the Ayer agency will aid with information regarding prospective advertisers. Those to be approached are leading manufacturers of carpets, Turkish towels, knit goods (including stockings and underwear), dress goods (of silk, wool, cotton or any mixture), dress linings, braids, curtains, laces, velvets, sweaters, hair cloth, hammocks, flannels, plain and cotton sheetings, lap robes, skirts, cloaks, suits, wear for children, high-grade toilet articles and many other similar products.

"Philadelphia is the largest textile centre in the United States," says Mr. Balmer. "To my mind the textile field offers the most prolific source of profit to reward a campaign by competent advertising men. Textile publicity, if put upon a proper basis for the advertiser, ought to furnish a volume of business for all magazines and agencies beyond our fondest expectations. The idea of our whole campaign in this big field is co-operation, and I want all advertising agency people to understand that this office is ready to co-operate with them for the development of textile or all other advertising upon which they are working to promote the advertisers' best interests. The textile industry, which outranks in importance the iron and steel and any other single industry in the United States, has been barely touched. Most of the business of the great manufacturing concerns which produce the everyday necessities of the millions of American consumers is done through the old-fashioned agencies, which practically limit their output to the selling capacity of the one or more commission merchants who have the handling of their products. Manufacturers are not content with this slow system, but they have put up with it because until now nothing better has been offered. They have been asking

themselves: "Can we advertise our products? If so, how?" The co-operative workers are to demonstrate that they can most profitably advertise and are to show them how."

If you don't know—learn; don't resort to bluff to cover your ignorance. Every time you succeed in bluffing you are deceiving yourself and rarely some one else.

D. M. LORD, of Lord & Thomas, made an American invasion of England this summer, and found some of the advertising in evidence there rather displeasing. "I confess that I am unpleasantly impressed by the catchpenny advertising in the hotels," he wrote to *Judicious Advertising*. "In the room that I occupy there are two bulletins in which there are no less than sixteen different advertisements; beside the mantel is a penny-in-the-slot machine for obtaining a night lamp; at the entrance to the bathroom is a shilling-in-the-slot arrangement for getting perfumed salts for the bath; in the elevators are advertisements of the merchants of the city; in the halls on the different floors are cases of goods—millinery, silverware, crockery and others. Far be it from me to decry any of these, but to one accustomed to see in the American hotels nothing of this kind, I confess it creates an unfavorable impression. I am more than surprised at the way the railways permit their stations to be disfigured by advertisements. That it is a disfigurement there can be no question; the platforms and railings high up to the ceilings are covered with advertisements of all kinds. At one of the stations in Ireland I saw six different soaps advertised within less than 100 feet. I confess to a little disappointment at the billboard advertising. This has not reached the efficiency, to my idea, that it has in America; the boards are too high, being far above the line of vision in many cases, and I do not think the posters are anything like equal in beauty or attractiveness to those that we see in America."

PRINTERS' INK is the friend and champion of every sort of good advertising. It has furthered the cause of the advertiser and the development of publicity more than any other single factor in the United States. It has doubled and quadrupled the incomes of newspapers from advertising by fostering and developing the spirit to advertise. All this PRINTERS' INK is doing continually—and more than ever.

An active subscription campaign is now pursued, and will be pursued right along. Thousands of young merchants need PRINTERS' INK, and they would be glad if somebody put it in their hands.

PRINTERS' INK is favorably known to the local press in most every city of the land. These papers can now do a good turn to PRINTERS' INK and themselves also.

Send to the business manager of PRINTERS' INK the names of one or two good men in your community, newsdealers or others, whose calling or environments would fit them to sell PRINTERS' INK to business people. The Little Schoolmaster will

submit an interesting proposition to responsible parties, who are engaged in a regular and reputable business, and who have a public place for the transaction of such business.

CAN you cut out the yellow streak? All got one, you know—some small, some large. The more yellow in your make-up the less gold in your character and pocketbook.

This is the leading paragraph of a recent Postum Cereal ad. How many readers really liked it?

THE employees of the Chicago *Record-Herald* recently manifested their love and esteem for A. A. McCormick, secretary and general manager of the company, by presenting him with a magnificent gold watch and chain, in token of his retirement from his position October 1. Engraved on the inside case of the gift was this inscription:

To Alexander A. McCormick from his friends and co-workers of the Chicago *Record-Herald*. October 1, 1903. Good-by and good luck.

Mr. McCormick and family will spend the winter in California.

THE LITTLE SCHOOLMASTER'S CARTOONS OF SPECIALS.

I.



M. LEE STARKE.

PUBLICITY OF THE NEW YORK EDISON COMPANY.

The New York Edison Company serves so many different classes of people in so many different ways that it is something of a problem to further its operations through advertising. Beginning in 1882, the pioneer electric lighting corporation, it lighted eighty-five houses and stores in lower New York during its first month of business. From this beginning has grown a corporation which is the largest of its kind in the world.

From the Battery to Yonkers are scattered its twenty and odd generating stations, dominated by the great Waterside station at Thirty-ninth street and the East River, which is larger than Madison Square Garden and has a capacity, to supply in light and power of connected installations, of 350,000 horse power. Its cables and conductors form a vast spider-web over lower Manhattan, with great strands

leading north. This spider-web is ceaselessly growing—and invisibly, for every wire is under ground, and has been since the first were laid by Thomas A. Edison himself. With every new application of electricity comes a new service for the public. From the arc lights of 1882 there have been developed dozens of uses for current. The company to-day will undertake to light, heat and furnish power for a thirty-story office building in the Wall street district, or to boil a tea-kettle in Harlem. Between these extremes are many kinds of service.

"This was the first company in its field to take up advertising in a large way, I believe," said Arthur Williams, general inspector, at the Duane street offices. "Three years ago it struck us that our business could be helped by advertising provided we could develop effective methods. There was no precedent to go by, and the proposition was complicated. We send out to-day more than sixty different kinds of advertising. In discussing the matter with Mr. N. F. Brady, our vice-president, one of his first questions was:

"Do we subscribe to PRINTERS' INK?"

"No."

"Well, get PRINTERS' INK—it's the best paper on the subject."

"So we began buying the Little Schoolmaster on the news-stands, and then subscribed after we'd acquired the PRINTERS' INK habit. In a little while we began to send out small circulars to several classes of people who use current—business men, contractors, householders, and so forth.

This paid. Then we tried cards in the street cars. They paid, too, and we had some fine pictures made of our principal power stations, sending them framed to architects, builders, contractors, etc. Our circulars soon grew into quite a mass of information, and we had some notions of combining them in a general catalogue. While working on this idea we developed the New York Edison Bulletin, our monthly periodical, which first appeared in January, 1902, and has now a circulation of very nearly 10,000 copies. This has been so successful that elec-



MISS CARMELITA BECKWITH,
Editor of the *Bulletin* of The N. Y. Edison Co.

tric companies in Brooklyn, Boston, Chicago and other cities have adopted the idea.

"Our advertising runs chiefly to literature. We have used the papers in Yonkers to advertise our automobile charging stations there, but as yet have done little in the way of general newspaper publicity. One of the best things sent out was a map of New York City, showing our stations and wires. This was framed and sent to architects, and also distributed unframed. Nearly 100,000 copies have gone out. We find pictures a valuable medium of general publicity. Jules Guerin, the artist, has just made a color study of our Waterside station, which is to be reproduced in color and used in this manner. The *Bulletin* has been most successful of all, however. We have received requests for copies from Calcutta and Brazil after notices of it had appeared in PRINTERS' INK, and as a medium for keeping the company before a desirable clientele every month in an agreeable way it is very effective."

The *Bulletin* is printed in colors, and illustrated by the company's own photographic department. While an effective organ for presenting electrical conveniences and service, it is also maintained on a human interest basis. Each month readers absorb some pleasantly presented facts about the New York Edison Company. One issue may contain comparisons between private lighting plants and Edison current, with photographs of engines and dynamos that have been abandoned because the latter is cheaper. The artistic side of electrical fixtures is treated in another issue. Historic places like the Astor House, lighted by the company, are made the subject of short sketches. New electrical devices, new buildings and other developments furnish material. Window displays, electric signs, household aids and many other subjects are treated. There is a wealth of material, and it is ably handled.

"The *Bulletin* goes to architects, contractors, prospective builders and people who have expressed an

interest in it," said Miss Beckwith. "We also send it to libraries and reading rooms in New York City. It makes friends everywhere, and is in great demand. The most important part of our advertising is literature, which we send out to many classes of people. This takes the form of booklets, folders and envelope fillers. All of them are watched closely for results through our follow-up files. An enormous number of bills are mailed every month, and with each one goes some sort of circular. This may be a talk on incandescent lamps, for example. Automobilists are interested in charging stations. New ones are announced through mailing cards. Business men use light, power and even heaters, together with electric signs and special window effects. For the home we have many useful devices that are not generally known as yet—electric chafing dishes, electric tea-kettles, curling-iron heaters, flatirons, plate-warmers, coffee-heaters, waffle-irons, portable stoves, heating pads to replace hot water bags, motors for sewing machines. Electric fans form a spring and summer topic for advertising. Whenever the company runs a main into a new street our solicitors call on every resident and business man in the neighborhood, explain our service and take names and addresses. These go onto our lists and are regularly circularized with literature dealing with some form of service adapted to each. 'At the Bedside' was a booklet sent to physicians, calling attention to the many uses to which electric current can be put in the sickroom. No matches need be struck or groped for—lamps are clean, do not affect the atmosphere, will not flicker in a draught, can be turned down to a subdued glow, cannot be extinguished by accident, cannot ignite draperies or clothing—electric ovens can be used to keep food warm—electric heaters will generate steam for sterilizing instruments—electric pads can be used as poultices. Any of these devices may be operated with the current for an incandescent lamp. There are many new things to be

said about incandescent lights. Fixtures are now being made in countless artistic forms. Rooms may be lighted in novel ways. Frosted and opalescent lamps and concealed lighting permit effects that are beyond any other form of lighting. We continually dwell on the advantages of renewing incandescent lamps frequently. Under the impression that they are saving the cost of a new lamp, people use the old ones until the filament breaks. These old blackened bulbs sometimes consume thirty per cent. more current than new lamps, and give a feeble light. Education in this matter through advertising literature prevents dissatisfaction with our service and obviates complaints that follow when increased current bills come in. The incandescent lamp that turns down is being made known through literature. In the spring we get people interested in having their electric fans cleaned and oiled and connections made properly. The electric fan is neglected with the arrival of cool weather, and the motor is usually dusty and unfit for service. Perhaps the advertising matter that we send to people who are already using current plays as important a part in the company's affairs as that which goes to prospective customers, for it teaches them how to get the most out of current and suggests new methods of utilizing it. Throughout the city there are many independent electrical plants in office buildings, theatres, hotels, clubs, factories, apartment houses and stores. We have excellent arguments to submit to every man who has such a plant on his hands, for the company can usually furnish as much current as they generate at from five to twenty-five per cent. less cost, and no bother with coal, ashes or help. In one office building the space gained by the removal of the dynamos and boilers was rented for more than our service cost. The increased price of coal and running expenses within the past year or two has made this a profitable field for advertising. The *Bulletin* does good work with this clientele, and we supplement it with special literature.

These are some of the lines along which our advertising department works. Every month sees some new development and suggests a new field to be entered with special literature."

JAMES H. COLLINS.

THE IRISH HAVE NO MONOPOLY ON "BULLS."

A well-known collar and cuff firm expressed themselves thus in their February magazine advertisements: "Is the best too good for you? Then wear Blank's Collars and Cuffs."

Are Blank's Collars and Cuffs best, or only second best?

We saw another example of how easy it is to mean one thing and say another, in a glove advertisement which read:

"To prove that our special sales are really special in quality and price, we shall to-morrow offer Women's Kid Gloves—our regular \$1.50 kind—at \$1.10 a pair. *They won't last long.*"

Verily words are often dangerous tools to monkey with. As the shrewd old father remarked to his son, "Say any old thing to your honey you feel like saying, but don't write letters to her."—*Anco Special.*

A good advertising man must know how to study an article to know what features customers will want to know, and then know how to write about them so others will know.—*Seth Brown.*



Advertisements under this heading are 3 cents a word, subject to approval of its editor. Address copy and remittances to Editor ODDITY Column.

SIBLEY on Dancing, in *THE BUDGET*, of Gallipolis, Ohio. Raciest little magazine in America. Ten cents postpaid.

JOHNSTON'S big postal card. A real oddity and a famous business bringer. Sample free. WM. JOHNSTON, 46 Rose St., N. Y.

EARLY issues of *Printers' Ink*; almost the whole volumes one and two can be supplied by WM. JOHNSTON, 46 Rose St., N. Y.

I WANT to marry another advertising position. Divorce from present one November 1st. Eight years "steady company" with *Mine Experience*. Agency, dry goods, specialty. Domestic habits. Good provider (of results). "J. F." *Printers' Ink*.

THE leading advertising journal in the United States wants an outside man to solicit business on commission. From able young men—preferably of such who have experience and a good knowledge of the New York local field—applications are desired. Good education, gentlemanly appearance and conduct, the ability and willingness to learn and to execute the spirit of given instructions, are some of the necessary requirements. State age, experience and other details to A. A. A., Box 672, New York City.

NOTES.

A CONVINCING mailing card is sent out by A. B. Merritt, adwriter, Grand Rapids, Mich.

A BOOKLET gotten up to represent a shoe box contains announcements of fall and winter shapes in Regal Shoes.

FROM the H. W. Johns-Manville Co., 100 William street, New York, come two neat folders describing electric fusing plugs and electric car heaters.

THREE dozen testimonial letters from general advertisers, with reproductions of their ads, form a portfolio from *Good Housekeeping*, Springfield, Mass.

"THE Baby—How to Feed and Keep It Well," is the leading article in the September issue of the store paper published by Alfred Edmondson, Morecambe, England.

"SPEAKING of Clothes" is a terse, creditable folder on custom garments from Haas, Schwartz & Co., 421 Chilli-cothe street. As to where Chilli-cothe street may be the folder saith not.

FACTS regarding the *Philistine* and Elbert Hubbard's *Little Journeys* as advertising mediums come from Frederic W. Gardner, Fine Arts Building, Chicago. Mr. Gardner controls the space in these monthlies.

FROM *Farm Poultry*, Boston, comes a folder showing that this semi-monthly publication has satisfied advertisers as far west as Omaha, the Burr Incubator Co., of that city, reporting good results by mail in reply to their proposition.

A FOLDER from the *Washington County News*, Forest Grove, Ore., shows a map of its territory and gives a sworn statement of circulation. The paper was established in May, 1903, and claims a circulation of 1,400 weekly.

THE Memphis *Commercial-Appeal* reproduces certificates from the A. A. A. showing that its daily issue had an average of 28,011 for the six months ending with June 30, and its Sunday issue 36,419 for the same period. The weekly edition is credited 76,923. These figures show a material growth. The examination was made in July.

A SUCCINCT little booklet from the Whitley Exerciser Company, Chicago, describes this well-known appliance in its application to the needs of growing boys and girls, business men, sedentary women, athletes and small children. As a piece of literature for wide distribution it is at once inexpensive and attractive. On the cover appears the imprint of the Niagara Litho. Co., Buffalo.

NUMBERED identification tags to be carried on the key-ring have been adopted as a form of advertising by the Washington Shirt Company, Chicago, among other firms. The Chicago police recently found a man unconscious in the suburbs. He bore no means of identification but one of these key-ring tags. Immediate reference to the records of the Washington Shirt Company disclosed the man's name and address, so that his family and friends were reached without difficulty or delay.

"GREATER Bay City" is a tasteful folder from the *Times-Press*, of this Michigan city, containing particulars of the recent enlargement of the paper's plant and the growth of the territory it serves. The *Times-Press* is eligible to the Roll of Honor.

IN each box of Imperial cravats sent out by William Franklin & Son, Coventry, England, go a dozen neat folders for the purchasers of the goods, telling how they are woven instead of cut from piece goods, how they are to be tied, and how to avoid imitations. The talk is brief, and does precisely what so many manufacturers neglect doing—tells the consumer the why and wherefore of the goods.

THE October number of the *American Electrician*, New York, is a special, going to managers of isolated electrical plants all over the country. It is estimated that there are 10,000 isolated electrical plants in mills, mines, factories, office buildings, theatres, department stores and similar places in the United States, and their expenditures for supplies aggregate many hundreds of thousands annually.

THE annual catalogue of the Peninsular Stove Company, Detroit, Mich., is a handsome book of 160 pages, showing the company's ranges, heaters and furnaces in complete detail, with diagrams for ordering repair parts, shipping weights, dimensions and so forth. A page is devoted to advertising cuts furnished retailers, and the company makes a practice of supplying dealers with lithographed stationery at prices covering actual cost.

H. C. HALL, of Detroit, advertising manager of the *Christian Standard and Lookout*, has recently moved his offices from 88 Griswold street to 96 Griswold street, where he has larger and more commodious quarters. The *Christian Standard and Lookout* will continue publication from Cincinnati as heretofore, and still head the list of papers that bring good results. An edition was recently issued containing 68 pages—and as many columns of advertising—the largest paper of any religious journal ever issued.



PROTECTION.

The advertising service we offer is ample and assured protection against

Poor copy,
Inferior illustration,
"Cheap and nasty" printing,
Exasperating delays,
Exorbitant prices.

If this is the sort of service you are looking for, we can get together—write us.

THE GEORGE ETHRIDGE CO.,

65 Union Square,

New York City.

AMERICAN EXPERTS AND ENGLISH METHODS.

241 King's Road, Chelsea, S. W.

Editor of PRINTERS' INK:

We advertising men of England are a humble race. You see, we are so young. We do not know our business, nor the conditions that govern it. We do not know the people with whom we deal, nor the local peculiarities that govern their dealings. We do not know the devious ways of English journals, their standing and circulation, or the restraints they put upon the ad-men of the old country. In fact, we know nuffink, and our humble heads plough furrows in the dust. Occasionally an American expert comes to the country. He is a busy man. He has great interests in New York advertised so largely by word of mouth that they make one's head ache. He stays either in Holborn or the Strand two nights, rushes round Fleet street in a cab, surveys Liverpool as he passes through that city to his boat, and buys a Manchester paper en route. Then from the snug seclusion of a New York arm chair he airily begins to set us right. Really, it is so easy. Of course, we do the same ourselves. The writer knows at least six advertising experts who have absorbed American methods first hand by a fortnight's stay in New York and the opportunity of purchasing PRINTERS' INK the same week it is published. Really, it is so very easy.

When a man sits right on a mud heap of his own creating and gives his mind to understanding it, he is always surprised at the variety of suggestions from the other fellow who has never seen the mud heap before. Years ago—not so many—I filled in my working hours by running a newspaper in the English provinces, a nice little compact series of locals in a busy manufacturing centre Yorkshire way. For me, I found it a nice, restful little picnic, involving a matter of twelve to fourteen hours a day, the actual thinking attending it being carried on by press of work to meal times and sleeping hours.

I had been working a good many years for newspapers, and it is rather an absorbing occupation. To run newspapers you need to know newspapers and to think newspapers, to marry the one you are on, to work for it, eat with it, go a-pleasuring with it and sleep with it o' nights—I flattered myself that I knew my wife pretty intimately. There was a fat old toad of a public man in that town who had a finger in every pie and muddled contentedly along. He came in every week to give me pointers, and he used to bewilder me with the fecundity of his ideas and the confidence with which he recommended them. I was anxious to please and had to listen, but I never remember one idea of any use, while the most of them would have ruined me and the newspaper forever. That man believed he knew more of my mud heap than I did, who had solemnly sat on it, whereas I don't believe he had ever a look at a foreman compositor in the middle of a tiresome night.

In this connection I was interested in an article which appeared in PRINTERS'

INK on August 26. It embodied, in interview form, the opinion of Mr. Holden on the application of American methods to English traders. It seems to me that Mr. Holden in a rather too hasty survey of conditions here has jumped rather than reasoned to his conclusions. His main conclusion is that American methods are much better than English methods, and that we need American assistance. He further suggests that English advertisers, in one hungering body, are crying out for assistance.

Now, I suggest entirely that these things are not so. All that Mr. Holden says about PRINTERS' INK as an educative influence here is so. But that is a commonplace. PRINTERS' INK is so actually advertising and so essentially bound up in its problems that its position is unique. In England it is justly appreciated, and very few students of advertising will admit they do not receive inspirations from the Little Schoolmaster.

Practically the only proof Mr. Holden offers of the wild yearning for American methods in England is that he has got several commissions while here. That may be, but it does not prove anything beyond a tendency to experiment amongst a few people with whom your authority is in touch, and this very slender basis of fact scarcely comes up to the expectations aroused by the heading and the length of the article. The facts are entirely against the article. England has, it is true, an admiration for American methods which for a few years amounted to a fetish. But latterly the outlook is somewhat damped by the fact that the excellence of American advertising over the home-made article has been somewhat exaggerated. Adjust the immense difference in conditions which obtain, and brain quality for brain quality, America is not leading England very far in advertising. It is impossible for England to compete with America along the same lines, because the people, the public outlook, the newspaper and the typesetter all operate against a wholesale application of American ideas. To advertise in America and to advertise in England are two entirely distinct propositions and need separate educations. It is no easier to apply American methods to England from America, after a cursory visit, than it is for an Englishman to apply English ideas to America after a three months' tour. The conditions are utterly and entirely opposite, and the things that make them so are in the very blood and breath of the people who make the two nations.

Otherwise Mr. Holden has nothing new or interesting to say to the Englishman, though possibly his statement of long accepted truth may be useful to America. Americans are invading the English market, some with success, some without it. "Extremely clever copy will attract attention over there, but I am not certain that it will sell goods."—Thus Mr. Holden. Extremely clever copy *will* attract attention over here and I am sure it will sell goods. The writer of the phrase I quote cites American instances of clever advertising applied or being applied to England, and suggests that such advertising

does not do. And that is the point. English and American ideas of cleverness are not the same in every case, and some of the American cleverness unloaded of late makes some Englishmen tired. Clever copy used in England is not exclusively American, but whichever side it comes from, if it is really clever to the mind of the English public, it pays.

The fact remains that an English opinion on English advertising is—all things being equal—better than an American opinion, just as an American opinion on American advertising is better than an English opinion. American advertisers who come here successfully realize this. The firms in the field apply American methods with an English brake if they are wise, and most of them do this. American advertisers have either their man on the spot with their ideas leavened by intimate experience, or they use an English agent as a brake and let him adjust the ideas so successful in another country to the needs of the new field. It is the most cautious plan and produces the best results; it has the merit of being the plan of most American advertisers in England. Further, English advertisers know their needs and meet them efficiently. We admit our youth in the precarious problems of publicity, we admit our gratitude to the nimble fancy of America for excellent inspiration, but with it all the casual American opinion is not always the heaven-sent guide-post that it looks when stuck up in a Transatlantic publication. There is capable, enthusiastic knowledge in our effete, played out country, and in many striking cases a masterly grip of advertising problems.

Yours truly,

GEORGE EDGAR.

FIGHTING MAIL ORDER COMPETITION WITH FIGURES AND FACTS.

It is astonishing to hold these catalogue houses have on the rural communities. The dollars that flow from every corner of the country into Chicago, if left in their own community, would buy enough advertising to make the printers all rich enough to afford to go to church every Sunday and take the entire family.

A certain hardware store began an advertising campaign with a view of reaching those who patronized Chicago and the results were very gratifying. Briefly, their plan was this: They advertised that they had the catalogues of all the leading supply houses, giving their names, and offered the free use of them to any one interested. Each week they ran a series of descriptions of seasonable articles taken from the catalogues, giving the number of the article and the page, and quoting the catalogue price. Right below the catalogue price, in bold type, appeared the price charged by the local dealer. If it was less or more it did not matter, it was quoted just the same. Frequently, where a few cents over the Chicago price was charged, it was supplemented by a pertinent inquiry if six cents would pay the freight, etc. The introductory part of the advertisement usually contained some information that the con-

sumer might well pause to consider. It was shown that the middleman's profit was not such a heavy tax as one might suppose, as, for instance, on a keg of nails from Chicago. Then follows the striking statement that if he made five cents on a keg of nails he was satisfied. Would five cents pay the freight on a keg of nails from Chicago? Hardly. Then followed figures giving freight rates. It was shown that the man who bought a carload did not make so much more than the man who bought in case lots. It was pointed out that the earnings of the middleman were not so much on each article, but that they were the aggregate on a year's business. The fact was brought home that the freight in a small way was more than the jobber's profits, and even allowing that goods could be bought in Chicago at wholesale prices, the freight and postage were more than the middleman's profit, and the goods could be bought for less money at home. This kind of advertising was an innovation. The local paper commented on it. More advertising. Contemporary papers commented on it. Still more advertising. People talked about it. They were surprised that any dealer had the nerve to put his prices against the supply houses. They were incredulous and said so, but they went to see and the firm had life enough to show them, once they got them in the store, that there was no fear in their make-up.—*Fame*.

WHAT an advertisement says is often an uncertain test of what the business is. It is the way in which things are said that furnishes the best index of the business methods back of the announcement.—*Jed Scarborough*.

NEWSPAPER EXPRESSION ILLUSTRATED.



A FULL PAGE

THE THEORY SEEKETH WHOM IT MAY DEVOUR.

One writer advances the theory that the great daily paper is the only effective method of advertising, and argues that as a consequence the trade paper is a delusion and a snare for the good dollars of the unwary and unsophisticated advertiser. Another draws the line still finer and advances the theory that the evening paper is the one and only way to bring an avalanche of trade. As proof of his contention he presents a solid array of theories that look like facts. The great trouble with most of them is that they have done service for so many years as the stock arguments of the evening newspaper canvasser, that they have become somewhat antiquated.

A theory can be presented so frequently and so persistently that it will eventually be accepted as a fact by nearly everybody. The man with the large metropolitan weekly, the owner of the religious paper, the owner of the rural weekly, the man with the bill-board, and even the canvasser of the much maligned programme, one and all fairly bristle with theories, which they advance as facts to prove that theirs is the only real road to riches.

The one redeeming feature in connection with the whole matter is that as a man engaged in advertising grows in experience his stock of theories grows gradually and beautifully less.—*Impressions, St. Catharines, Ont.*

BUSINESS is action. Mere ideas and schemes, while they remain such, will produce nothing. Thought without action is as unproductive as seeds without soil and moisture.—*Jed Scarborough.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

AN earnest young man, successfully engaged in writing retail advertising, desires change. Position anywhere. "W.," care P. I.

PRACICAL advertising man seeks desirable change. Forcible writer of ten years' experience. "EXECUTIVE," care Printers' Ink.

MORE than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Several newspaper men (editors, advertising agents, linotype operators and machinists) to join with capital and service in the publication of a daily German newspaper. Address, stating particulars, "O. H.," Printers' Ink.

SUCCESSFUL advertiser, manager, now in charge advertising and mail-order department New York City manufacturing concern, wants position. Reasons, record and references on application. "UNDER THIRTY," P. O. Box 1859, New York City.

CIRCULATION manager, age 33, desires change to more progressive field. In present position in charge of circulation 15 years in city of 65,000. I like hard work, but expect sufficient remuneration. At references. State proposition. Address "PROGRESS," care Printers' Ink.

WANTED—Employer for brains in good state of cultivation, capacity of advertising manager. High-class, successful trade-getter. Present employer can't fill orders. Give some particulars of business and approximate salary to right man. "FORCEFUL ADVERTISING," Printers' Ink.

ADVERTISING man to take charge of advertising and printing for automobile manufacturer. Address "AUTO," care of Printers' Ink.

SIDE LINE—Two best selling novelties of the age; carried in vest pocket; takes a minute to show them. Samples, 10 cents each. Booklet free. State territory covered. G. F. COATES CO., Uncasville, Conn.

ACAPABLE and experienced advertising representative, with large acquaintance among prominent advertisers and advertising agents, is open for engagement either as solicitor or advertising manager in a legitimate field that will pay advertisers. Ample and unquestionable references furnished. Address "SOLICITOR," P. O. Box 440, New York City.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of *PRINTERS' INK*, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. *PRINTERS' INK* is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 608 B, Lippincott Bldg.,
Philadelphia.

ARE YOU SATISFIED with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

HAPGOODS (INC.),
Suite 500-509 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 220, Monahan Bldg., Chicago.
Suite 1250, Williamson Bldg., Cleveland

AGENTLEMAN who has built up enormous sales for several patent medicines from the start, and who knows the best methods to secure "results" at the lowest possible cost, is desirous of taking hold of some extensive advertiser's campaign in the Southern States. Twenty years' experience. Successful record. Thoroughly indorsed. In reduced newspaper rates he can save any extensive advertiser considerably more than will be paid for his services. Please address "H.," P. O. Box 451, Atlanta, Ga.

YOUNG man, 26, at present editing a magazine with a monthly circulation of 14,000, where keen competition gives the work many of the features of newspaper journalism, wants a position either on a magazine or newspaper where hard work will be appreciated. Have traveled all over North America, am well educated and could run some interesting original departments. Am qualified to take charge of both advertising and editorial and would consider either straight salary or percentage proposition. Will go anywhere. Address "Z. Q. X.," Printers' Ink.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks on which many jobs of printing may be worked, producing fine results at low cost. Send stamp for samples. KING, 105 William St., New York.

ENGROSSERS.

ENGROSSING and illuminating of memorials, testimonials, certificates, etc. THE KINSLEY STUDIO, 280 Broadway, New York.

COLLECTIONS.

BAD DEBTS COLLECTED on percentage basis only. Fair treatment guaranteed. DAY-AND-NIGHT ADJUSTMENT ASSN., 244 Chicago ave., Chicago, Ill.

CARBON PAPER.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

ADDRESSES FOR SALE.

2,500 PRINTED names and addresses of prosperous farmers in Saline and Fullmore counties, Neb., 40c. EXPRESS, Tobias, Neb.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. STANDARD, 61 Ann St., New York.

HOTELS.

THE LITTLE HOTEL, WILMOT in Penn Square, Philadelphia, wants the disciples of PRINTERS' INK to see how they do things. THE REYBENSON W. JENNINGS CO.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. BASSETT & SUTPHIN, 45 Beekman St., New York City.

CARD CASES.

PERFECTION card case a good leader for you during the holidays. Four samples of different sizes mailed for 50c. Send for price list. ROSENTHAL BROS., 140 Monroe St., Chicago.

ELECTROTYPING.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

BOOK TYPEWRITER CARBON.

A SPECIALLY strong texture carbon paper—one sheet Whitfield's is good for over 100 copies. We'll send 100 sheets 11x17 for \$8, post paid, or any desired size pro rata. WHITFIELD CARBON PAPER WORKS, 123 Liberty St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

I KNOW of several indifferently managed papers which can be had at right prices and developed into splendid properties. EMERSON P. HARRIS, 223 Broadway, N. Y.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 18c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x3, \$1; 4x5, \$1.00. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

NEWSPAPER METALS.

USERS of Blotchford linotype, monotype, stereotype and electrolyte metals economize on these items: There's less heat needed to melt the metal—small loss from oxidation—time saved in casting plates and slugs—less wear and tear on linotype machines and matrices—long life in our metal. Besides the results are the best. E. W. BLATCHFORD & CO., 54-70 No. Clinton St., Chicago.

CIGARS FOR SALE.

WE will sell you a better cigar for 5c. straight than most dealers will for 10c., Imported Havana filler, Conn. binder, genuine Sumatra wrapper, Perfecto shape, 4 1/4 inches long, Union made, mild and pleasant. For 60c. we will mail a box of 12 of these cigars, prepaid to any address in the U. S., and, if they do not make good, return them and receive your money. HARTFORD CIGAR CO., 1115 Main St., Hartford, Conn.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

DESIGNERS.

DESIGNS and illustrations in colors and black and white for all purposes. THE KINSLEY STUDIO, 230 Broadway, New York.

ENGRAVING.

ENGRAVING, (line, half-tone, steel, wood), lithographing and artistic printing. THE KINSLEY STUDIO, 230 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

ILLUSTRATING, designing, etc., for covers, book-plates, and crests. THE KINSLEY STUDIO, 230 Broadway, New York.

CHICAGO ARTISTS' SYNDICATE, 324 Dearborn Street, Chicago. Each artist a master in his line, covering entire field of illustrative, advertising and commercial art. Prices reasonable.

PUBLISHERS.

A LIBERAL REWARD for names of publications that will pay 5% or more per annum net on the business that they bring when advertising Blair's Non-Leakable Fountain Pens and Fluid Pencils. Prices, \$2.00 and \$1.50, with a year's supply cartridge of ink free. Address BLAIR'S FOUNTAIN PEN CO., Dept. 43, 163 Broadway, New York.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$12, including ad. "Wear like leather." FINK & SON, 344 above Chestnut, Philadelphia.

WRITE for sample and price, new Lock Bill File. Price low. Reaches business man and housewife. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

A BRIGHT steel nail file, \$20 per thousand. Turned toothpicks in cases, \$20 per thousand. Samples of each in leather cases, 10c. Agents wanted. J. C. KENYON, Owego, N. Y.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. THE BALTIMORE BADGE & NOVELTY CO., 223 Broadway, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

NOT HOW CHEAP, BUT HOW GOOD.

CONNER, FENDLER & CO., PRINTERS' WAREHOUSE.

CYLINDER PRESSSES, Job, Premes, Paper Cutters, Gas Engines, Motors, Folders and Sitchers. REQUISIT BY SPECIALISTS.

TYPE—American Point Line, Bodv and Set.

PRINTERS' MATERIAL, Small Tools and Supplies. NEW AND SECOND HAND.

PROMPT and Intelligent Service, Consistent Terms, Prices and Discounts.

CONNER, FENDLER & CO., NEW YORK CITY.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 255 Broadway, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

BOOKLETS.

WE write, design, engrave and print for booklets. One talk, one order covers all. **THE KINSLEY STUDIO,** 290 Broadway, New York.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

161 Water Street,

Brooklyn, New York.
The largest makers of Tin Boxes outside of the Trust.

ADDRESSES.

VALUABLE LIST OF AGENTS.

A well-known and reliable firm will allow a responsible concern the use of their list of agents—composing some 35,000 canvassers—for a reasonable consideration.

Will allow use of addresses only to a firm whose business does not conflict with that of the owners of the list, so it is necessary to state your business when writing.

Satisfactory references furnished. Correspondence invited.

"T." care Printers' Ink.

Every agent on list enrolled within two years.

FOR SALE.

LINOTYPE for sale. First-class condition. Address "B. M. M." care of Printers' Ink.

COUPON good for one year's subscription to **PRINTERS' INK**, \$2. "M." care Printers' Ink.

BARGAIN—Four and eight-page Scott perfecting press, with full modern stereo outfit. Address **TRIBUNE**, Oakland, Cal.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. **RICHARD PRESTON**, 167L Oliver St., Boston.

42 X 60 POTTER TWO-REV.; will print 4 pages of a 7 or 8-col. A first class press for book, job or newspaper work. **RICHARD PRESTON**, 167L Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD PRESTON**, 167L Oliver St., Boston.

FOR SALE—750 strictly fresh original letters from cashmere sufferers. Have never been copied. Outright sale price \$2. Further particulars upon request. **J. B. BROWN**, 19 Jefferson Ave. So., Battle Creek, Mich.

I CAN sell your business (with or without real estate), no matter where it is or what it is worth. Send description, state price, and learn how. I have, or can find, the business you want to buy. State your requirements.

W. M. STRANDER

350 North American Building,
Philadelphia, Pa.

PRINTING.

A FEEDING device enables us to do more work with one press than with two hand-fed presses. We will share this advantage with you. **KING**, Printer, 106 William St., New York.

BOOKS.

100 GOOD ads for a grocery store \$1.50. **BAIT PUB. CO.**, Toronto, Can.

PRINTER'S HELPS AND HINTS, 25c. Circular free. **KING**, Printer, Beverly, Mass.

THE ART OF CARICATURE. A profusely illustrated self-instructing book, by a practical caricaturist; 50c. postpaid. **GRANT WRIGHT**, care Printers' Ink.

NEWSPAPER correspondents, reporters, editors, send for our book entitled, "News: What It Is, How to Get It, How to Write It," etc. A valuable help. Price 50c. adverb. **J. ROBERT LONG**, Publisher, St. Catharines, Canada.

"MY ADVERTISING FARTHER," a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. **H. C. ROWLAND**, Pub., Columbus, O.

"HOW and Where to Sell Manuscripts." Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers, for 50 cents; bound in leatherette, \$1. **UNITED PRESS SYNDICATE**, Indianapolis, Ind.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

TRIAL inch ad. 6 mos., 50c.; 30 words, 25c.; 12,000. **INLAND REVIEW**, Akron, Ohio.

25 CENTS for 30 words 5 days. **ENTERPRISE**, Brockton, Mass. Circulation, July, 9,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

WRITE to us about "8 Business Bringers." **THE RELIGIOUS PRESS ASSN.**, Phila., Pa.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

POULTRY NEWS, 25c. year; ad rate, 70 cents an inch display. Circulation, 3,000 monthly. **WILLIAMS & METTLAR**, New Brunswick, N. J.

DRY GOODS REVIEW, 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 15c. a line.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 25d. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 19 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

100,000 GUARANTEED circulation, 25 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

ADVERTISERS—Northfield is one of Vermont's growing towns. Real estate has advanced 50 per cent in five years. Best black slate quarries, granite and lumber manufacturing. **NORTHFIELD NEWS** covers a rich section which cannot be successfully reached by advertisers in other mediums. No edition in six years less than 2,000 copies. Ask for further information. **NEWS**, Northfield, Vt.


The Mid-Winter Million

Two Large Issues of the Great National
Semi-Monthly

Farm and Home

Will be published **November 15th** and
December 1st, giving the advertiser

300,000 Copies Free

 Remember these dates:

NOVEMBER 15, Forms Close November 5, **500,000 COPIES**

DECEMBER 1, Forms Close November 20, **500,000 COPIES**

These issues will be made unusually interesting to the reader, being for the Greatest Subscription Campaign ever started on an Agricultural paper. The copies, over and above those required for our regular **Paid List of 350,000**, will be mailed in single wrappers to a large list of past subscribers to **FARM AND HOME** in addition to a gilt edge list of farmers' names. They are valuable to any advertiser. No extra charge for this big circulation. Better speak for space now, as it will be limited, and you can't afford to get left. Remember the closing dates. Our **IRON-CLAD GUARANTEE** holds good in these issues. Send your order to-day.

THE PHELPS PUBLISHING COMPANY,

New York; Springfield, Mass.; Chicago.

JOSEPH W. KENNEDY, New York Rep.,
59 Lafayette Place.

GEO. B. BRIGGS, Western Mgr.,
Marquette Bldg., Chicago.

ADVERTISING FOR PHOTO-GRAPHERS.

You can't advertise for business unless you have something to say. What's it going to be? It must not necessarily be something new, for old stock judiciously handled is a hundred per cent better than a lot of new stuff shoved on the market by a duffer. However, it's a whole lot better to have some little novelty, that can be used as a leader, and it would be hard to pick on anything better and more inexpensive than a new card mount. Certainly there is nothing more showy, and what can be advertised that will better catch the eye than "A Handsome New India Tint Panel" or something of the kind? It does not have to be new in the whole country; provided it has never been seen in your own little town, that is all that's required. It is almost impossible to call to mind anything that will convince a man that one is keeping abreast of the times than a new cardmount, properly introduced from time to time, and an older one retired from the showcase.

About a year or two ago, I received a letter which at once attracted my attention. It read: "Mr. So-and-so requests the pleasure of your company at his studio on Easter Monday next at 3 p. m. Note—There will be no sittings made during the course of the afternoon." It was the last line that caught me—and judging from the number that were there, it attracted everyone else, too. When I got there, I was struck by the preparations that had been made for the day. The whole place had been put through a thorough house-cleaning and as one crossed the thick velvety rugs to the luxurious easy chairs about the walls, the scent of freshly cut roses struck the senses. The room had been prettily decorated with palms and lilies, while the walls had been newly rehung with all the studio's very latest and best work. Not an old sample remained in sight, but on a little table in the center of the room lay any quantity of brand-new ones.

A violin hidden somewhere aided a piano in breaking a monotonous silence and later in the day coffee and cake were served to the guests. Now, this little afternoon gave that photographer an opportunity to make the acquaintance of his customers, and brought to his doors a host of people whom he would never have come into contact with otherwise. He told me that fully 75 per cent of those present had sittings later.

But maybe you are in favor of newspaper advertising. Don't run business cards. Nobody reads them. Get a catchy spot, on the front or back page, if possible, or among the local news, and put in an ad that says something. "John Jones, Photographer," is no longer a trade-winner—if it ever was. An ad that tells how good operators make the best pictures and how you have a good operator, or how good plates make good work and you use good plates, or something of that sort, is the type that takes. Remember not to try to say too much. Try ad that catches a man's eye is the

one that he can glance over quickly. Ten words in large type are more effective than four times that number in a smaller size. Another point; don't forget to change your ad every week, so as to keep people from thinking that you are dead. They'll get that idea, you know, if you let it stand. And be sure to quote prices! That is half the battle and the biggest trade-winner in the world, no matter what the business. A man reading over a price list is no longer working in the dark, and if he comes across two catalogues of goods, the one with prices and the other without, he takes the one where he is not working in the dark every time.—Hubert McBean Johnston, in St. Louis and Canadian Photographer.

ADVERTISING is like axle grease—it is a good thing in its place, but can do a good deal of harm out of its place.—White's Sayings.

SENSIBLE people like natural talk. In preparing your advertisements remember that you are talking to many people who know you and expect you to talk as naturally and as sensibly in your announcements as you do over your counter. Say things that you won't be ashamed to have read in your presence by your most exacting neighbor.—Jed Scarboro.

Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

CIRCULAR LETTERS

WE MAKE THEM.

Our circulars imitate the typewriter to perfection. We are also printers for everything you may need. May we send you samples? They are free. Enclose stamp when asking estimate.

THE SMITH PRINTERY, Warsaw, Ind.
Dept. B.

TO THE

Evening Capital News

Published daily, at Boise, Idaho, the American Newspaper Directory for 1903 accords the largest circulation in Idaho.

TO THE

HARTFORD TIMES

The American Newspaper Directory for 1903 accords the largest

DAILY CIRCULATION IN CONNECTICUT

CANADA.

CANADIAN ADVERTISING is best done by THE
DEBARRATS ADVERTISING AG'Y, Montreal.

IN EL PASO, TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—
PRINTERS' INK, July 22, 1903.

Addressing Machines

NO TYPE USED.

Cheapest and most compact system now on the market. A card index of the mailing list sent for circulars and terms.

Wallace & Co., 27 Murray St.

\$25.00 for an Idea

We want a good, snappy suggestion for advertising our new "Velva" toilet and pumice soap combination, and will pay \$25.00 for it. Send 15c. for a cake of "Velva" and inclose the outside wrapper with each suggestion sent us. It must not contain over one hundred words and must reach our office not later than November 15, 1903.

WILLARD CHEMICAL CO.,
39 Cornhill, Boston, Mass.

New Headquarters

The Associated Billposters and Distributors of the United States and Canada, with representation in over 2,000 towns and cities, occupies office in 1514 Tribune Bldg., Chicago, Ill. CHAS. HERNARD, Secretary.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Constipation, heartburn, sick headache, dizziness, bad breath, sore throat and every illness arising from a disordered stomach are relieved or cured by Ripans Tablets. One will generally give relief within twenty minutes. The five cent package is enough for ordinary occasions. All druggists sell them.

60 Carriers

The Joliet Daily News

employs sixty regular carriers—you cannot buy a copy on the street. They deliver 5,819 papers to that many homes each evening. The mail carriers on the rural routes and other mail take 940 more, making a daily delivery to

6,759 Homes

Shrewd advertisers say this purely home circulation of the JOLIET NEWS is worth more than an ordinary 10,000 circulation.

H. E. BALDWIN, Adv. Mgr. News,
Joliet, Illinois.

Normal Instructor
and World's Events

Control the trade of

200,000

Of the Best Mail-Order
Buyers in the World.

You know what to do if you want your share of this trade. Specimen copies and advertising rates sent on request.

F. A. OWEN PUBLISHING CO.,
DANVILLE, N. Y.

The Evening Journal

JERSEY CITY, N. J.

GROWTH in 1903

in

SIZE FROM 10 to 14 pages.

ADVERTISING of 24 per cent.

CIRCULATION from 17,532 to 18,407.

THE ESTIMATION of its readers that it has grown in every quality that makes a paper valuable.

CONFIDENCE OF ADVERTISERS that it pays.

THE ONLY TWO (2) CENT PAPER IN CITY OR COUNTY.

A HOME and not a STREET Circulation.

MILLIONS!!

of dollars' worth

of American goods are sold direct to merchants in **BRITISH COLUMBIA**. Do you want a share of this trade?

The Colonist

Established in 1858.

VICTORIA, B. C.

"Covers the entire province."

SUBSCRIPTION RATES:

Daily (including Sunday),
\$6.00 per year.

Semi-Weekly, \$1.00 per year.

The Colonist Printing and Publishing Co., Ltd.

VICTORIA, B. C.

The St. Paul Globe

IS THE ONE PAPER OF THE
TWIN CITIES THAT YOU CANNOT AFFORD
TO LEAVE OFF YOUR LIST OF

*PAPERS TO BE USED
IN THE NORTHWEST*

The Only Democratic Daily in the Twin Cities.

Address

THE GLOBE CO., ST. PAUL, MINN.

M. F. KAIN, Business Manager

FOREIGN REPRESENTATIVES

CHAS. H. EDDY
10 Spruce St., New York City
Tel. 2971 John

W. B. LEFFINGWELL & SONS
405 Schiller Bldg., Chicago, Ill.
Tel. Central 3808

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Hardy & Tarbox, of Farmington, Me., have been printing a line of confidence-breeding ads that ought to have made a lot of extra work for the cash register in their prescription department. They're just plain, common sense ads, without any attempt to be funny or smart, and that is probably one reason why they carry conviction.

The quality of earnestness, without egotism or over-positive statement, counts for a great deal in advertising, and will sell goods when the straining word contortions and rhetorical stunts of the adsmith fall flat.

Here are a few from the series:

Who's Your Druggist?

Perhaps you don't think the question important. You may think one druggist is as good as another—strange that should be so in one of the skilled professions, when it is not true of even the commonest trade.

Skill, correctness, dependability, grade men in all trades—particularly so in ours.

We fill your prescriptions with scrupulous care and use only the highest quality of drugs.

You may safely trust us with your business—we think we deserve it.

You Don't Know

the scientific language of your doctor's writing on your prescription, and you don't care, because you have confidence in him. You don't know what drugs are and you must trust your druggist. You can safely trust us. We execute your prescriptions not only with minute care, but also with the best and purest drugs only. We do just as your prescription says—we never substitute in any case. All our prescriptions are carefully checked to prevent any possible mistake. Your interests are positively safe with us. Our prices are right.

The Difference.

There is a difference, a big difference, in the methods of a modern, up-to-the-minute drug store and the old-fashioned methods of by-gone times.

The difference is in your favor—everybody's favor—whose health requires the temporary assistance of a druggist. Our sense of duty, ambition and business pride prompts us to conduct the finest equipped drug store in this section of the country.

The filling of prescriptions any time—day or night—is a specialty in which we particularly excel. We use the purest drugs only—and our private system of recording and checking protects you from all possible errors.

Our prices are right.

For a Bug Exterminator.

It Doesn't Matter

what kind of a bug it is, Eureka will kill it. Its primary purpose is to do away with bedbugs, but if it hits any other kind of vermin, or touches their eggs, it's all off. It is perfectly safe to use, being odorless and stainless. It penetrates the cracks and crevices, drives the bugs out and slays them, nullifies their eggs and completely rids the premises of the pests—25c. a bottle.

There's Power in This Headline—and More Power in the Matter That Follows It.

More "All-Ready" Hats

\$3 instead of \$4.50. Women took kindly to the last lot of a hundred of these stylish Walking Hats at two-thirds their value.

So to-day we have twelve dozen more—all individual, new designs, and no two alike. They were trimmed in our own workrooms, which accounts for their distinctive style. But—fair warning—they don't last long. Too many women want hats for everyday wear just now.

\$3. worth \$4.50.

Mr. F. H. Ohsee, a Cigar Manufacturer, of Danbury, Conn., Has Printed Some of the Best Cigar Advertising I have Ever Seen.

Well, Have You Tried Ohsee's I. D. C.?

The best five-cent cigar that has happened in many a moon. The I. D. C. has a long Havana filler (and when I say Havana filler I mean tobacco imported from Cuba), the wrapper is of Sumatra, and the cigars are made in two styles—Concha and Concha Special, 4½ inches long—and positively the best smoke ever put out for five cents each, \$2 a box.

This Is Good—Reasonable Prices, a Good Guarantee, and No Waste of Words in the Telling.

Good Garden Hose 8c. to 10½c. A Foot

We are showing some fine garden hose—think it's the best in Hartford—and we await your good judgment in the matter.

It's made of good RUBBER—it won't crack or break, and we'll back up this statement with a strong guarantee. Let your supply of garden hose come from this store.

Good One for a Wet Day.

Women's Raincoats

Yesterday's downpour, while it lasted, was another forcible reminder to the women who were obliged to depend on a mere umbrella for protection. How much better a raincoat, coming down to the bottom of the skirt, would have been! Don't let it happen again! Here are raincoats that offer variety enough in materials, styles and prices to suit every woman. Many handsome new models are included, in Oxford gray, tan and olive shades. Prices range from \$10 to \$25.

I Suppose Wearers of "Pendulum Trousers" can "Swing Along at a Good Gait."

Pendulum Trousers

The Pendulum Conformer measures body contour in such a way that the cutter can cut the cloth so that the trousers simply have to hang and fit just as you want them.

I make suits and overcoats as well as any tailor, but on the FIT of trousers I guarantee to beat the world. Prices \$5 to \$10, according to fabric. Fit guaranteed in any fabric.

MERTZ,

Trousers Specialist,
1361 Broadway, near 37th
street, Marlborough Hotel
block.

Almost Cools One off to Read This.

White Madras Shirts \$1

for comfort-loving men. The smartest, neatest and coolest-looking of all summer shirts—and our ability to sell them is limited only by our power to get them.

A new lot is here to-day, made especially for us, of fine corded madras, soft, light-weight, yet serviceable; and full of the best shirt-making. Various sleeve-lengths, detachable cuffs; sizes 14 to 17. The equals of most \$1.50 shirts, at One Dollar Each.

Excellent.

Throat Ease

If you have a delicate throat now is the time when you particularly want something to keep it comfortable. Sudden changes in temperature or exposure to chilly winds and dampness may start you coughing. At the first sign of trouble you should use Simon's wild cherry balsam. It quickly quiets that raw, sore feeling in the throat, and if you take it faithfully it will heal the inflamed surfaces.

We have been selling Wild Cherry Balsam for a number of years. It has been used by grown people and by children, and our customers speak well of it. In fact, many of them think of it as soon as a cough troubles them. 40 cents.

Which Is the Best Advertising School?

A glance at many of the advertisements appearing in the papers and periodicals nowadays would lead one to suppose that the "Young America" of to-day has a thirst for knowledge in a great variety of directions, or that there is an increasing number of instructors endeavoring to create such a thirst and then cater to it—for a consideration.

Among the largest and most persistent advertisers are the schools, institutes and colleges that teach advertisement writing.

The statement is made that twenty-five, seventy-five, one hundred dollars a week, or more, are paid adwriters and managers; that the profession is not overcrowded, and that merchants and others are glad to secure the services of graduates.

Tuition is thirty or forty dollars for a full course of three to six months.

Reading the prospectus creates the impression that a graduate is competent to write, manage and give expert advice, direct artists, manage solicitors, and, in fact, do all those things done by the accomplished, all-around ad man.

But many who stand high in the profession, after years of study and experience, have little faith in these claims or the newly-acquired ability of graduates. They argue that the better advertising cannot be taught—that to meet its ever-varying requirements successfully one must be endowed with a special talent, an unflinching intuition. They look upon a diploma from an ad school as a sort of gold brick and the "graduate" as the victim of a confidence game.

Now, the truth doubtless lies on a middle ground between these extreme statements.

For there is the testimony of those eminently successful that their instruction was given them by the most distinguished teachers in the first, best and largest ad

school in the world ; that this ad school is vouched for by the leading men of the profession, who also still attend the school and at times give instruction to the other students. The school has an international—indeed, a world-wide—reputation ; but the tuition is only ten cents per lesson, or fifty-two lessons for five dollars. The “course” is perennial—that is, as there is always something new to learn in advertising, the instruction goes on from year to year, and the student may attend as many years as he wishes.

This instruction is entirely by mail and is of the broadest inclusiveness in its range and application.

It tells just how successful advertising is being done by those who sell at wholesale, at retail or by mail ; by those engaged in banking, real estate, hotel keeping, manufacture, transportation, publishing, or, in fact, any enterprise requiring any form of advertising.

The name of this advertising school—by teachers, for teachers and for pupils of every grade and any pursuit—is PRINTERS' INK.

The instruction upon its pages comes from those at the heart of every enterprise, and it tells of the newest thought, the latest solution of the last problem.

No periodical circulates among a clientele more intelligent, enterprising or of greater business sagacity. Apparently only modesty can account for the absence of the gold marks, denoting superior quality of circulation, from its advertising paragraph in the Roll of Honor.

PRINTERS' INK has never been stronger, more active or of greater value as an instructor than it is to-day.

Inspired by its success, many other advertising periodicals have been established, but most of them have fallen by the way or have been “absorbed.”

The Little Schoolmaster, however, is still at the head, leading those who are in advance, directing and presenting the best thoughts of the ablest thinkers.

STEPHEN GREELEY PUTNAM.

COLLEGE POINT, N. Y., Sept. 10th.

NOTE—Between now and December 31, 1908, PRINTERS' INK may be had for a whole year by any one sending THREE DOLLARS, cash, check or money order. The offer is good only for the time stated and NO LONGER.

Largest Circulations.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading PRINTERS' INK will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.50, from which 5 per cent may be deducted for cash with order.

CALIFORNIA.

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco or in the State of California.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco or in the State of California.

CONNECTICUT.

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

DISTRICT OF COLUMBIA.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS.

The *Champaign Co. News* has a higher circulation rating than is accorded to any other paper in Champaign.

INDIANA.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Vincennes.

MASSACHUSETTS.

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

NEW JERSEY.

The *Advertiser's Guide*, Newmarket, is one of the only seven advertising publications that has credit for 5,000 copies. Sample free.

NEW YORK.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Binghamton.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

The *Schenectady Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

OHIO.

The *Herald* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Daily Vindicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—PRINTERS' INK, July 22, 1903.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Nacogdoches.

WASHINGTON.

The *Sunday Ledger* and the *Weekly Ledger* have higher circulation ratings than are accorded to any other papers in Tacoma.

WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

MANITOBA.

In Manitoba and the Canadian Northwest the *Manitoba Free Press* and the *Free Press Evening News Bulletin* has a higher circulation rating than is accorded to all the other daily papers combined, and the *Weekly Free Press* has a higher circulation than is accorded to any other weekly.

NOVA SCOTIA.

The *Weekly News*, Truro, Nova Scotia, has a higher circulation rating than is accorded to any other paper in Nova Scotia.

ONTARIO.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

QUEBEC.

The *Family Herald* and *Weekly Star* has a higher circulation rating than is accorded to any other paper in Montreal.

“Mary had a little watch;
She swallowed it one day;
Now she's taking Cascarets
To pass the time away.”
—McComb (O.) Record.

VERY few people know or care a fig about the technicalities of your business. The main thing they want to know is whether your goods are the kind of goods to meet their needs, and the price. Technicalities, such as the manufacturer and dealer understand, will have no more effect upon the consumer than dry peas upon a cowhide.—*Jed Scarboro.*

A Possible Customer

OFFICE OF "THE DAILY HERALD,"

MENOMINEE, Mich., Sept. 25, 1903.

Printers Ink Jonson, New York, N. Y. :

DEAR SIR—We have been trying for years to keep away from your ads, but find ourselves week after week looking into the face of your stories in *PRINTERS' INK*. All we want from you now is the book about the press-room, which you offer to send on request. Respectfully,

HARMON & ANDREWS, Pubrs.

My tin wedding in the ink business will be celebrated next January, and during those ten years my ads have appeared continuously in *PRINTERS' INK*, each issue having a new story or argument.

Every applicant for a price list has his name entered on my card system and receives my literature regularly, and my persistence in following up a possible customer has won many a goal for me. No consumer is too small, and the man who buys twenty-five cents' worth receives the same courteous treatment as the buyer who leaves his check for a hundred dollars. My only means of selling is through "Uncle Sam," and when my goods are not found up to the highest mark of excellence I offer no petty excuses, but refund the money along with the cost of transportation.

Send for my new book containing valuable information for relieving troubles in the press-room.

ADDRESS

PRINTERS INK JONSON,
17 Spruce St., New York.

The practice of wholesalers to assist retailers in the advertising and sale of staple goods is now followed more and more by those firms who have a clear conception of the value of publicity. They frequently find, however, that the apathy and lack of true understanding on the part of the retailer nullifies to a certain extent, and often to a very large one, the best laid plans—plans which can only be successfully consummated if every link in the chain is helping to lift. All large concerns have this experience, and a big percentage of their expenditure is practically lost for the reasons stated above. Advertising is a matter of growth and development with every business, be it large or small; retailers must be educated to it and they must be taught how to use this business force. There is no better way to teach the retailer the value of advertising than to have him read *PRINTERS' INK*, the journal for advertisers, which no man ever read without profiting thereby. To large firms the idea is recommended to subscribe for *PRINTERS' INK* for such a number of copies as they may need after having made a survey of the list of retailers with whom they deal. They may try a certain section of the country or a single State, as they may choose. Their traveling salesmen may be able to submit to them a roll of the most enterprising retailers they visit on their routes, and thus the plan may be tried under the most favorable auspices. The reading of *PRINTERS' INK* will gradually teach the retailer what advertising means, and the outlay for the yearly subscriptions will likely pay well. It will reduce the percentage of waste in the total appropriation spent for the purpose to assist retailers in their publicity, and it will quite likely produce just the results for which you had hoped. Wholesalers who wish to try this plan for the benefit of their retailers are invited to write. Clubs of five, ten, twenty and more names will be accepted. Address, Business Manager of *PRINTERS' INK*, 10 Spruce Street, New York City.